

B A S I N

FOOD SUMMIT

FINAL REPORT

#BASINFOOD



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This report is a reflection on the Oct 24-26 2019 Basin Food Summit. It looks at the event itself, what the aims were and how they were achieved as well as reviewing participant feedback and organisers thoughts on moving forward.

OVERVIEW

Shauna Fidler of DESIGN FARM and Damon Chouinard were contracted by the Trust to develop community engagement, programming, event design and logistics to produce a regional food event. The culmination of this work was the 2019 Basin Food Summit, a multi day food and agriculture event

The Summit was Held at Red Mountain, in Rossland BC in late October 2019. Three distinct events were brought together to create the Basin Food Summit; The Food and Buyers Expo (FABX) , the Agriculture Forum and the Young Agrarians Columbia Basin Mixer. With nearly 400 attendees gathered The Summit created space for education, networking, collaborations and the celebration of local food. This was a unique opportunity to bring together a diverse group of stakeholders in the food system.

PARTICIPANTS FROM ALL CORNERS OF THE BASIN WERE REPRESENTED AS FOLLOWS:



BASIN FOOD SUMMIT GOALS

PROVIDE GROWTH OPPORTUNITIES FOR A DIVERSE CROSS SECTION OF FOOD PROCESSORS AND PRODUCERS FROM ACROSS THE BASIN, WHILE CREATING SPACE AND ENGAGING PROGRAMMING TO ALLOW FOR NETWORKING AND COLLABORATION FOR STAKEHOLDERS IN FOOD AND FARMING



BUILD MOMENTUM ON PROMOTING THE BASIN AS A UNIQUE AGRICULTURE AND FOOD PRODUCING REGION IN B.C.



CREATE AN EVENT THAT MAXIMIZES THE REGION'S ABILITY TO IDENTIFY THE 'EMERGENT OPPORTUNITIES' WITHIN THE COMPLEXITY OF THE BASIN REGION



CELEBRATE, ENJOY AND PROMOTE HUNDREDS OF BASIN FOOD PRODUCTS AND THE PEOPLE WHO MAKE THEM.



OUTCOMES

Hitting the Target

Expectations were exceeded by expanding the expo's profile and registration numbers. By curating speakers who offered emergent and thought provoking content participants were informed and inspired. Opportunities for interaction and networking throughout the day was cultivated on many fronts and was cited as a highlight for most attendees.

ATTENDEES OVERVIEW 2018- 2019

2018 Agriculture Forum # = 110 (includes 70 Producers)

2019 Agriculture Forum # = 164 (includes 90 Producers)

2018 FABX # = 40 Buyers + 62 Exhibitors + 22 Service

2019 FABX # = 80 Buyers + 85 Exhibitors + 76 Service

Promoting the Basin by taking a small group of producers to Food Pro West in Vancouver this spring was an exploration in increasing exposure to #basinfood. Exhibitor and buyer numbers were up from last year, and shows there is momentum building. Regional marketing efforts have been directed to local food and farm organisations, markets, grocers and restaurants as well as through social media.

Many cross-industry relations were addressed, such as tech and agriculture, waste and packaging, circular-economies, design, farming and food hubs. Impactful cross pollination of ideas were shared. The process of maximizing emergent outcomes between sectors in future events could be enhanced by continued facilitation and workshoping. Many seeds were planted.

Undeniably Basin foods were central and celebrated at the event. Food & Beverage was procured from dozens of Basin producers, and the chefs and food trucks did a fabulous job of highlighting local ingredients. Hundreds of new sales opportunities came from the Food & Buyer Expo portion of the Summit.

MARKETING THE SUMMIT

A multi-platform approach was implemented in spreading a message about the summit throughout the Basin food community, engaging both Exhibitors and Buyers to attend the Expo.

It's worth noting that the general public was not targeted in any promotions, the focus was purely on food industry.

SOCIAL MEDIA

The #basinfood channel was started in May 2019 and began spreading messaging and tagging producers and buyers in posts. Posts were shared by @columbiabasintrust as well as @kootenayfood and reposted by the growing followers and participant base. Usage of the hashtag #basinfood was at its peak during the summit and immediately following.

PARCELS BY POST

Key buyers were targeted from across B.C. and Alberta by developing and posting personalized invitation packages. The summit team then followed up with these people, especially those out of region by phone and email.

YOUNG AGRARIANS

Adding the Columbia Basin Mixer content to the summit by partnering with the Young Agrarians allowed for a more robust social media marketing campaign to support farmers hearing about the event. Promotions utilized YA's website, facebook and instagram feeds as well as word of mouth from their growing team.

EMAIL CAMPAIGN

A marketing campaign was developed by creating a mailing list comprised of Agriculture Forum and FABX attendees from 2018 with the addition of all pre-registered emails gathered through basinfood.ca from it's launch forward. This email catchment is presently the focus of the basinfood.ca site and the subscriber list continues to grow.

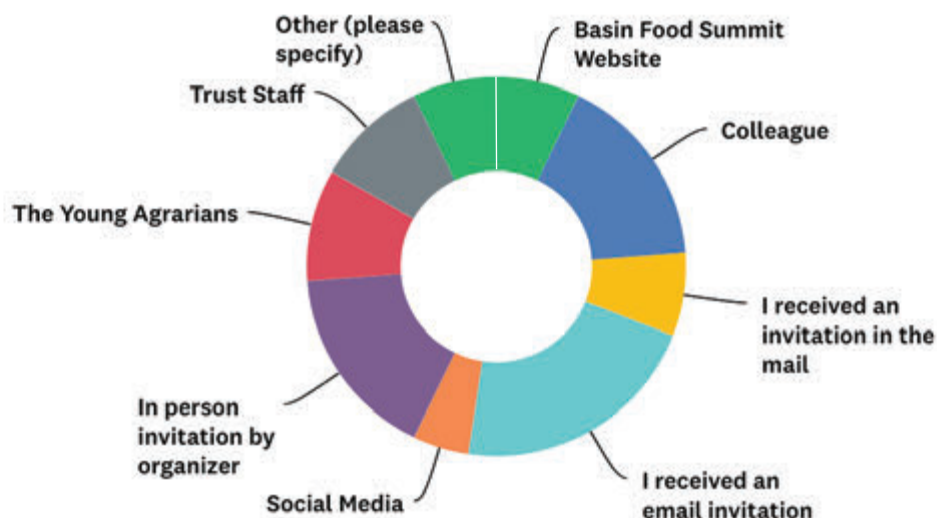
HAND BILLS

Postcard invitations were shared with community supports across the Basin for direct distribution. In addition the summit team distributed these invites in person at farmers markets, grocery stores and restaurants in cities and towns across the region.

WEB SITE / EVENTBRITE

Basinfood.ca was launched in June to act initially as a way to capture email addresses for industry interested in participating, and then as the summit plans developed it offered agenda, speaker and event details. Ticket sales were managed using eventbrite to offer easy registration management as well as some additional search engine optimization.

HOW ATTENDEES REPORTED THEY HEARD ABOUT THE SUMMIT



EMBRACING TECHNOLOGY FOR EVENT MANAGMENT

Within the lens of hosting a Regeneration themed event it was clear from the onset that reducing waste would be an overall goal. Technology played a role in enhancing the impact and functionality of the event through the implementation of the Whova app. Some of the key features Whova provided were:



FORUMS, COMMUNITY BOARDS, VISUALS

- Connected attendees through announcements and updates, photo slideshows.
- Networking functions created a variety of possibilities.



AGENDA + WEB INTEGRATION

- Reduced paper waste and printing costs.
- Allowed for real time updates.
- Allowed for easy web development integration.



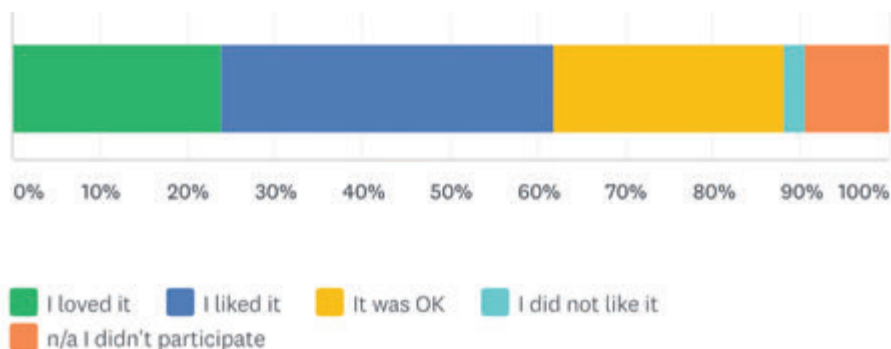
POLLS, QUESTIONNAIRES, FEEDBACK

- Real time feedback that participants could engage with, discuss and elaborate upon.
- Reduced labor in managing and gathering data for post event reporting.
- Provided an easy way to offer feedback on what worked and what did not
- Ability to add thoughts, opinions and discussion after a presentation was done.
- Data analysis allowed for in depth discovery of nuanced differences and common ground within groups.

HOW ATTENDEES UTALIZED THE APP



HOW ATTENDEES REPORTED THEY LIKED THE APP



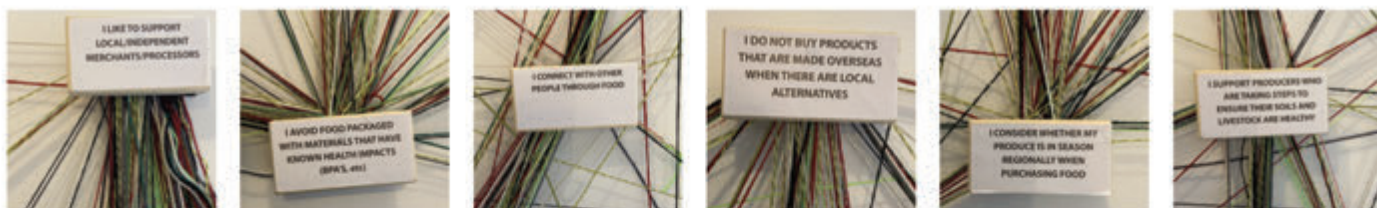


CREATIVE ENGAGEMENT

Event attendees were invited to take part in an art piece around their personal food policy. Choosing a color coded thread, participants wove through a series of statements that resonated with them. The end result was a visual installation that allowed the participants to reflect on their own and other people's dynamic personal food policies. This process was engaging and inspired many conversations to develop. Guest Speaker Ari Derfel of the Central Kootenay Food Policy Council led a session on personal food policies and this art installation was central to those themes and discussions.

Consistent colour coding was used throughout the event and was reflected with food producers wearing green lanyards, food buyers red, and community and industry support wore grey. The balls of yarn provided for 'The Threads of our Foodshed' piece also utilized the same coding. As each sector was represented visually this allowed for another layer of reflection and insight to occur.

SOME OF THE MOST AGREED UPON STATEMENTS INCLUDED:



For a more casual way to invoke conversations among attendees a series of "LET'S TALK ABOUT" buttons were created that attendees could wear to activate dialog along themes of shared interest.

Two sessions were held which made space for group sharing. The first, a community soap box session which allowed dozens of people from across the Basin to share the specific role they play in our food system, their affiliation and the geographic area they work in. The second, a space held specifically for people Feeding Community, Food Hubs and Food Recovery. A subsidiary email group has been formed with all the food recovery participants to communicate directly to support one another, build capacity and problem solve.



LET'S TALK
FOOD
RECOVERY

REFLECTIONS AND LOOKING FORWARD

HIGHLIGHTS

With so many ways to share and provide feedback designed into this event, summarizing attendee experiences has been an involved but engaging process. There is a general overarching sense of being part of something important, timely and bigger than expected. Having an opportunity to come together in critical mass to share and explore the passion attendees have designed their livelihood and lifestyles around... FOOD! It is what brings people together. The breaking of bread at the Summit left participants with a taste for more gatherings like this.

WORDCLOUD OF HIGHLIGHTED SENTIMENTS FROM FEEDBACK FORMS



* size /scale representative of quantity of mentions

NETWORKING

Undeniably networking is one of the most valued aspects of such conferences. Whether it's a new business contact or a like-minded farmer that you can develop a relation with, these connections enhance the capacity of the region in unquantifiable ways. Feedback continues to say that attendees prioritize and value the space and time for networking through shared meals and community style dialogues.



100%

OF ATTENDEES REPORTED THAT THEY WOULD
ATTEND THE EVENT AGAIN IF IT WAS HELD IN 2020

SITE

Early on in planning the team recognized the specific lack of large conference space available within the Basin that could offer flexible food service. Catering to a locally sourced menu is often not an option for many of the large and obvious spaces. Event planners had hoped for a space that was lively, bright and open. Some gymnasiums and halls were identified and while these spaces could suit the Expo itself, the dining and networking spaces were not there to support the rest of the event activities.

In 2018 FABX in Nelson took place over 4 different sites in order to accommodate the food needs, expo space and break out sessions. To address the transportation issues identified in 2018, the aim was to find an “all-in-one” location for 2019.

Red Mountain and The Josie Hotel were ideal in many ways; they were walkable distances, the chefs were more than willing to accommodate the menu requests. The spaces were open and bright, offering a dynamic option for the summit. A variety of accommodations onsite allowed for budget flexibility. Hosting the Summit in Rossland was a first for this type of conference which had the added benefits of two airports nearby and good driving access for Okanagan buyers and west coast participants.



FOOD!

With a commitment to sourcing as much local food as possible the event's timing this year was fantastic. Though frost had impacted many farms across the region, chefs were still able to access fresh tomatoes, cucumbers, salad greens and even peppers in late October!

Restaurants intent on accessing local food direct from farms who are used to the convenience of large food supply ordering, experienced a learning curve. Forging new relationships with various farms from different locations each with unique order procedures, availability, preferred communications methods and varying shipping procedures can be challenging. With the support of organisers, chefs had a quick fire lesson in local food procurement, they rose to the occasion and made the producers proud. Everyone was grateful for the dedication to local food and the unique ways in which it was celebrated and shared throughout the Summit.

**“THE CHEFS, FOOD TRUCKS
AND POP-UPS
ALL DID A FANTASTIC JOB
OF DEVELOPING MENUS,
AND CREATING AMAZING
LOCAL MEALS.**

**THE FOOD WAS AN
ABSOLUTE HIGHLIGHT! ”**



WHEN ASKED IF THE SUMMIT MET OR EXCEEDED
PARTICIPANTS EXPECTATIONS IT WAS A RESOUNDING...**YES!**

1300 BASIN-CENTRIC MEAL METRICS

PROCURING + PROMOTING LOCAL FOOD

The social and economic impact of serving 9 meals to upwards of 200 participants per meal over the course of the Summit created many opportunities to enjoy and celebrate locally grown and Basin processed foods



LOCAL MENU

Collaborating with the chefs at the Josie and Red to showcase the Basin's seasonal food by designing two lunch and one dinner menu to inspire and celebrate our regional plates.

10 FEATURED PROCESSORS

19 FEATURED FARMS



FOOD TRUCK NIGHT

An engaging end to a day full of inspiration and networking. Expo dinner was offered up outdoors by 4 food trucks and pop-up processors from across the region offering locally sourced menus.

12 FEATURED FARMS



BASIN BREAKFAST BUFFET

Showcasing the artisan food makers of the region through direct purchasing various breakfast products.

11 FEATURED PROCESSORS



FEATURED FARM

Bent Plow Farm
Crooked Horn Farm
Cutter Ranch
Earthly Organics
Forrest Farm
Jerseyland Organics
Just-A-Mere Organics
Kootenay Meadows Farm
Kootenay Natural Meats
Meadowbrook Farm
Morris Flowers
Mr. Mercy's Mushrooms
Ravine Creek Farm
Root & Vine Acres
Salix & Sedge Farm
Spicer Farm
Sunshine Valley Farms
Swan Valley Honey
Tarswells
Yaqan Nukiy Farms



LOCAL BEVERAGES

This region is ripe with craft breweries, emerging vineyards, fresh pressed juice, kombucha, kefir, coffee and tea which was served at the summit.

13 FEATURED BEVERAGES



FEATURED PROCESSORS

Backroads Brewing
Bad Duck Caramel
Doodlebug Chocolates
Epiphany Cakes
Hungry Bunny Foods
Kaslo Sourdough
Kootenay Bakery Café Coop
Kootenay Food
Loveaffair Pastry
Mama's Dumplings
Nelson Brewing Company
Oso Negro Coffee
Pepper the Pig
Pickle Patch
Pie Revolution
Rossland Brewing
Silverking Soya Foods
Stoke Juice
The Roasted Chickpea
Torchlight Brewing
Virtue Tea
Viva Cacao



THE CHOCOLATE BAR

Following the Agriculture Forum dinner at the Josie a spread of Basin made baked goods & confections was shared, a sweet ending to a much celebrated day.

5 FEATURED ARTISANS

99%

OF ATTENDEES REPORTED THAT THE FOOD WAS A HIGHLIGHT!



"loved it!"

SPEAKERS AND TOPICS

Agriculture across the Basin is as vast and different as the geography itself. Farming practices, methodologies and scale vary drastically from farm to farm. Intuiting specific subject matter that would apply to all farms would be impossible. Organisers instead looked to the theme of Regenerative Agriculture, with a focus on sustainable, climate change adaptable and bio diverse farm practices. More conventional agricultural methods were not explored at the Summit. Instead the focus was on common challenges and the solutions and strategies that farmers can begin to apply or adapt.

Rob Avis's presentation 'Building a Bioregion that Thrives in the Century of Change' and Takota Coen's talk 'Building a Farm that Thrives in the Century of Change' were standouts at the Forum. Many participants found the examples and principles of designing a farm for the future prompted them to think about energy use, climate adaptation practices and water storage. Great insight was shared on how producers can market their products based on the unique advantages of our bio-region.

REGENERATION WAS THE UNDERLYING THEME OF THE EVENT



The FABX speaker format followed a standard industry expo agenda, where the expo runs continuous and some presentations are offered throughout the day in other areas. Food packaging and plastic have impacts on all levels of our food system and certainly all participants came away with food for thought on this subject. Dr Chile's series of talks on bioplastics and circular economies and Gayle Palas's talks on food packaging and 'Pitching to Retailers', were also noted highlights from participants. The panel discussions on plastics and packaging in the food chain further explored opinions and ideas on examining how businesses and consumers interact with plastics and how these waste life cycles can be managed.

Suggestions were made to Exhibitors to have two people running their expo table so that presentations of interest could be taken in, this worked for many attendees, though not for all. In our post event survey 66% of participants would like the expo to be a half day and the other half presentations, while 44% of respondents suggested that the event takes place over two days with an expo on one and presentations and workshops on the next. In the future it would seem that keeping the producer specific content for a separate time may be the preference going forward.

SUMMIT SPEAKERS

In selecting speakers for the Summit organizers had a handful of prerequisites to meet the interests of attendees. From the community polling feedback, to current hot topics and relevant research studies underway, the aim was to create a balance of tangible information and data to inspire growth in the Basin's food economy.

Organizers looked first to experts from within the Basin, and then targeted speakers from a little further a field. Seeking presenters who could explore Regenerative practises and those who had expertise in the subjects of food packaging and bio plastics were top of mind, along with considerations of the environmental impact of traveling . The resulting collection of dynamic presenters were well received by participants and notably had a strong representation of amazing women!



Darryl Anderson
Multi-modal Freight
Transportation...
Wave Point
Consulting Ltd



Rob Avis
University of
Alberta



**Harmony
Bjarnason**
Project Manager
BC Agriculture and
Food Climate Acti...



Ashlee Brillert
Land Matcher
Young Agrarians



Greg McLaren
Managing Director
& Chief Strategist
Farm Food Drink



Kathy Moore
Mayor
City of Rossland



Alyssa Nebel
Outreach
Coordinator
Kootenay Co-Op



**Bill and Louisa
Chapman**
Farmer
Hawthorn Creek
Farm



Love-Ese Chile
Research
Consultant
Grey to Green
Sustainable...



Takota Coen
Co-Owner
Coen Farm



Sara Dent
Executive Director
Young Agrarians



**Russell Green
Osborne**
Ag. Consultant and
Automation...
Greenhall A3



Gayle Palas
Grounded
Strategies & Pack...



Rachael Roussin
Coordinator
Kootenay &
Boundary Farm...



Ari Derfel
General Manager
Kootenay Coop



Tim Dueck
Solid Waste
Program...
RDKB



Corky Evans
Board of Directors
Columbia Basin
Trust



**Michalina
Hunter**
Community
Manager
Young Agrarians,



Michael Silver
Farmer/Manager
Earth Temple
Gardens



Darcy Smith
BC Land Matching
Program Manager
Young Agrarians



Kevin Smith
Wildfire Mitigation
Workshop...
The Climate Action
Initiative



Will Nixon
SENIOR MANAGER,
DELIVERY OF...
COLUMBIAN BASIN
TRUST



Jaye SiegmueLLer
CEO
Farm Bound



Jo Tobias
Regenerative Soils
Consultant, Soil...
RootShoot Soils



Hailey Troock
Land Matcher
Young Agrarians



Maria Verdicchio
Community
Manager
FoodMesh



Aimee Watson
RDCK Board
Chair/Area D...



Tessa Wetherill
Yoga Teacher - Land
Matcher
Young Agrarians

EXPO TENT

Initially it was identified that between both buildings there was not a single space large enough to hold the expo itself. The team conceived an outdoor tent set up on the very large deck at the Red Mountain Lodge. A tent rental company from Nelson was contracted by the resort and a site plan created. Sufficient lighting and heating was to be implemented to keep all attendees warm in a space that would be suitable for a late October event at a ski hill. Unfortunately the tent installation left something to be desired for both exhibitors and organisers, although a significant investment was made in the addition. The expo tent had gaps and drafts and the heating inside was not sufficient to keep participants cozy, although the cold pressed juice and gelato were kept at a very comfortable temperature.

Red Mountain was undergoing construction which caused logistical issues for loading and parking. Future sites should have a better load in area and organisers should be made aware ahead a time of construction impacts. The heated tent scenario is unlikely to make a return at future events, at least not through the same rental company. Future organizers are likely to be challenged to find creative solutions for an Expo location if they require additional event spaces for breakouts, meals and programming as this momentum continues to grow. An ideal space would be large enough for 80 tables and include presentation and networking areas.

Expo day had the tent abuzz with new connections, flavours, contracts and listings! Despite the cold exhibitors made the most of the days opportunities and expanded their business networks. Almost all exhibitors report having left with 1-6 new sales leads or listings.



BUYER PARTICIPATION

More than 300 buyers were invited to the Expo, of those, 80 registered to attend. They represented grocery, specialty retail, institutions, restaurants and resorts from right across the Basin and as far away as Vancouver Island . All major grocery chains were registered to attend. The day of the event more than 25 buyers were no shows, similar to the 2018 Expo. Organizers have been left to consider why this demographic has been so challenging to engage. Registration fees may be one way to reduce no shows at future events, another option is to develop more buyer specific content to increase event draw.



THE FUTURE OF THE FOOD & BUYERS EXPO

There are many questions for consideration around the idea of continuing to host an annual regional Food Expo.

Upon reflection both organizers and participants contributed to the following list of items for further exploration:

- Fine tune formats that appeal to more attendees; public market, expo timing and content offering.
- Create more engagement with buyers and determine how to create more draw and commitment from them.
- Determine whether moving locations continuously is a benefit or hindrance to the development of the Expo.
- Online resources for participants that aid in the development of producer capacity and growth in the Basin.
- Examine and develop income streams for the event to enable self sufficiency over the long run.
- Consider the branding of the event and if it ties into the greater discussion of a regional brand.
- Explore options for the event to be held by industry with continued support by the Trust.

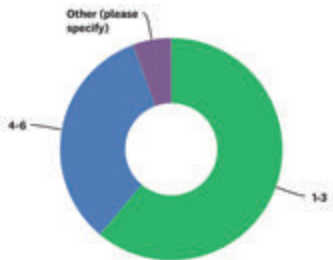


EXHIBITORS SAID:

WHAT CATEGORY OF FOOD DO YOU SELL?



HOW MANY SALES PROSPECTS DID YOU LEAVE THE SHOW WITH?

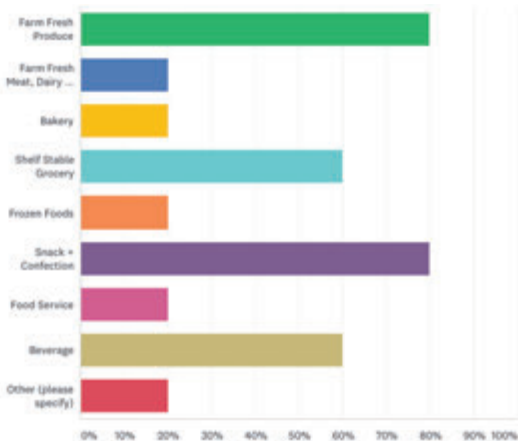


DEFINE YOUR MARKET READINESS

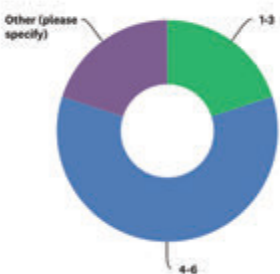


BUYERS SAID:

WHAT CATEGORIES OF FOOD WERE YOU SEEKING?



HOW MANY NEW PRODUCT PROSPECTS ARE YOU CONSIDERING LISTING?



RATE YOUR OVERALL EXPO EXPERIENCE?





2019 FOOD & BUYER EXPO PARTICIPANTS

16 BASIN FARMS

Forrest Farm
Chuckleberry Farm
Linden Lane Farms
Hawthorn Creek Farm
Sunshine Valley Organics
Morris Flowers & Garden Centre
Kootenay Sprouts
Edible Acres Farm + Cafe
William Tell Orchard
Cutter Ranch
Swan Valley Honey & Honey Bee
Kootenay Natural Meats
Harmony Farm Lamb Zen Apiaries
Root & Vine Acres
Yaqaan Nukiy Farms

14 BEVERAGE PROCESSORS

Seven Summits Coffee Company
Columbia Gardens Winery
Lark Coffee Roasters
Backroads Brewing Co
Burton City Cider
Kootenay Kombucha
Torchlight Brewing Co
Fernie Alpine Springs Inc.
Stoke Juice
Happy Gut Pro
VIRTUE Tea
No6 Coffee Co.
Raven Roast
Matcha Mountains Matcha
William Tell Family Estate

25 BASIN FOOD PROCESSORS

Kelly's Russian Foods
Kaslo Sourdough
Sesame Mucho
Epiphany Cakes
Silverking Soya Foods
Chamela Giri
The Kootenay Bakery Cafe Coop
Hello Little Hippie
From Scratch - A Mountain Kitchen
Shuswap Organics
Counter Cultured Foods
Iron Skillet
The Pickle Patch
Mama's Dumplings
Viva Cacao!
Hungry Bunny Foods
Wicked Southern Barbeque
Bad Duck Caramel
Enercheez (Mountain Munchies Inc)
Little Miss Gelato Ltd.
Wild Onion Nutburgers
Pie Revolution
DoodleBug Chocolates
Mr.Bri's Rockin Rub
Field Gold

12 BC SUPPORT SERVICES

Midas Lab
Investment Agriculture Foundation
Farm Kitchen
Cranbrook Food Recovery
Food Mesh
Export Navigator / BC Ministry of JT&T
Community Futures Central Kootenay
Kootenay Country Store Coop
KBFA / BBA together
Found Tree
Kootenay Livestock Association
TD Agriculture

80 REGISTERED BUYERS REPRESENTING:

Ainsworth Hot Springs Resort
Alkeme Foods, Ltd
Alpine Grind Coffeehouse
Black Sheep Restaurant Group
Broken Hill
Culinary Conspiracy
Eat Pure Mountain Market
Ellison's Market
Evergreen Natural Foods
Ferraro Foods
From Scratch Foods Inc.
Gaia Tree Whole Foods
Greenbelt
Harrier Aerial Surveys
Kootenay Country Store Coop
Le Grand Fromage
Le Marche Gourmet Specialty Ltd.
Liberty Food Store Ltd.
Marzano
New Market Foods
Red Light Ramen Bar
Roots Modern Health Food
Save On Foods Overwaitea Food Group
Selkirk College
Slocan Village Market
Sobeys Inc (Thrifty Foods/Safeway BC)
St. Eugene Golf Resort & Casino
Stoke Markets / Centex
Su Casa
The Hume
The Kootenay Bakery Cafe Co-op
The Roasted Chickpea
Thien Phat
Thrums Market
Top Hand Supplies

THE FUTURE OF THE AGRICULTURE FORUM

While each farm's unique interests and diversity is a challenge to address specifically, it did allow the forum to focus on what the common ground is. All farms utilize soil, water and resources, though not all have the same perspectives as to how they should be cared for. What all farmers share are the impacts of climate change, environmental pollution and their need to do business while adapting to the implications of past actions with consideration of their impact on future generations.

Agriculture practices that take care of the regions resources may be the best thing for all businesses, and viability of future food production across the Basin. The concept of Regeneration asks everyone to start where they are. Whether a small scale market garden or a large scale hay producer, anyone can begin finding ways to build soil, manage pest, and care for the water in ways that enhance biodiversity. It does not prescribe a set standard or certification, but is sensitive to all factors a farm is faced with and sets time frames that are realistic. What it does ask though is that there is an intent and effort to start implementing change. The practices found within regenerative farming are coincidentally the ones we are now seeing prescribed as adaptive strategies by our government organizations and programs such as BC Ag Climate Action Initiative. With that, it should be mentioned the role KBFA has also played in helping with this knowledge transfer. Hosting workshops on various subjects including; water management, rotational grazing, cover cropping and mulching trials will continue to be instrumental for framers in our region.

Below are some ideas and potential next steps for the Ag Forum to consider moving forward:

- Further involvement of local organisations like KBFA in steering aspects of event subject and content.
- Online resource, again perhaps tying in to KBFA, video documenting some of their workshops in order to not create redundancy, perhaps a podcast. Create a legacy resource by documenting presentations and workshops.
- Have more Indigenous voices present. Develop relationships with bands and councils across the Basin and provide travel support for interested band members to participate.
- Develop relationships with larger farms and assess what outcomes would benefit their participation.
- Examine whether joining the two events was beneficial and what that should look like in the future. Should the Ag forum be 1 day or 2 days in itself? This may allow for a more thorough programming option that gives more time to address a variety of needs and interest.
- Consider the best time of year for farmers to attend an event.



4.3/5



OVERALL ATTENDEES RATED THEIR
SUMMIT EXPERIENCE (cold tent and all)

#BASINFOOD SOCIAL CELEBRATIONS



theroastedchickpea Had an awesome time at the @basinfood expo yesterday! What a fabulous event connecting all kinds in the food industry. I was stoked to have the opportunity to cook at the end of the day for everyone alongside some killer food trucks & vendors (which was definitely a little intimidating to say the least)!!



I am so inspired by all of the attendees, that I lie here awake at 5 am, excitedly thinking about the #basinfood movement and what next steps Farm Kitchen can take to support our farmers, processors and eaters!



thimblehillnursery Such a great gathering of farmers, producers, processors, soil ecologists, permaculturists, local foodies, and change makers at the #basinfood summit in Rossland. Three days of networking, workshoping, and geeking out on regenerative agriculture. My heart is recharged by all the brilliant minds working towards relocalizing our food system and creating resiliency in this region. And by golly the food is delicious when you get these kinds of people together in one place! Huge thanks to @youngagrarians, @kootenayfood, and @columbiabasintrust for putting on this fantastic event. Can't wait till next year.



larkcoffeeroasters Beautiful threads of connection @basinfood thanks for having us at the expo yesterday. Loved the food truck dinner last night! Until next year. #basinfood #larkcoffeeroasters



ferniefreshfoodshare Thank you @columbiabasintrust for putting on such an amazing event #basinfood in Rossland with my little sidekick Mila! So inspiring to see all the different people making huge impacts in the Kootenays!



stokecoldpressedjuicery We've spent the past days in Rossland participating in the @basinfood Summit and Expo! There's been so many amazing conversations about what the communities in the Kootenays can do to move towards more sustainability and less waste in our area! We use visually imperfect produce in our juices to redirect existing fruits and veggies that would normally go to the landfill. We've also chosen glass bottles for our juices so they can be used time and time again.

Let's get the conversation going! We want to hear from the tagged local business, and YOU about what you're doing.



happygut_leeza Thank you @basinfood for putting on such a fantastic trade show! We are truly lucky to live in the Columbia Basin and have so much support for small businesses. @columbiabasintrust #basinfood



yadirasat Sesame Mucho @basinfood biggest food expo in the region!! So thankful of this community that highly support local businesses and has taken my product with open arms. @sesamemuchoco @kootenays #dipspicetcookit #mexican #canada #blessed



backroadsbrewing Pouring samples today at the @columbiabasintrust #basinfood summit in Rossland. Great day connecting with Kootenay based food growers, manufacturers, and retailers.



rootandvineacres At the #basinfood summit in Rossland Today!! Seeing all the other hard working entrepreneurs gets me so inspired!!! Ahhhh!!! @basinfood @kootenaymangalita @pepperthatpig

basinfood Threads of our foodshed participatory art piece at #basinfood #basinfoodsummit

lynzee.viz Thanks so much for organizing this event. I left today feeling so completely inspired

cutt.ranch This was a super interesting thought art thought experiment.



levipsinclair Today I've been lucky to be surrounded by likeminded people at the @basinfood summit + forum. These are local entrepreneurs, scientists and specialists who are coming up with ways to make our region's agriculture and food sectors more sustainable, circular, innovative and inclusive. At the end of the day, we all have to eat. Having the privilege to purchase good food and support small businesses is something I don't take for granted, and today it's been eye opening to put faces to brands I support as a consumer. We need to think about our future of where we get our foods, how we grow it and how we dispose of the waste. If you're interested in environmental sustainability and agricultural development, this is an amazing organization to check out! #basinfood



foodrecoverydepot On our way home from the Basin Food Summit today, we stopped at a Creston Farm Stand and had to bring a bag of these beautiful peppers home for the Depot. Can't. Stop. Recovering. Thanks @cst and @shauna.designfarm for creating this great event! We came home inspired, grateful & energized by all the awesome community we have in the basin, working on food security in all sorts of ways. #BASINFOOD #localfood #connectingcommunity #inspired #thankyou



youngagrarians Inspired group of presenters today at the #basinfood #cbsm2019 in #Rosslandbc From climate adaptation projects for the region, to @Foodmesh #foodwaste redistribution, to the circular economy with Dr. Love-Ese Chile and @bioplastics, to redesigning the family farm with Takota Coen @coenfarm - so many incredible food and systems leaders making change! Good work @d.a.i.m.o.n.peachez and @shauna.designfarm for making it all happen and thank you @columbiabasintrust for making it possible



SUMMARY

In bringing these three distinct and historically stand alone events together to create The Basin Food Summit, something far greater than the sum of its parts unfolded. The pollination through cross industry networking left participants with a deep sense of connection. In future, having one event, rather than three that have their own branding and target audience, may be ideal from a planning, marketing and logistics perspective. It was in fact a challenge from the organizers point of view at times to communicate how each day was separate and unique. Nonetheless a tipping point was reached that sparked industry wide engagement at a level unseen before in this region.

Incorporating the Young Agrarians in the summit was a fantastic addition to this years event. Working with them in future events would be fabulous. They engage farmers throughout the region and bring an exciting culture and expertise to the table.

Organizers, through the various feedback forms, were left with a sense of optimism and enthusiasm. Participants were inspired and reconnected to their food community. Businesses added valuable new relationships and product listings. The passion and quality of the speakers combined with the magnitude of attendees from across the Basin made for a memorable event, with everyone looking forward to what comes next!

#BASINFOOD



LANYARD RECYCLE VOTE TALLY:

121 HAPPY VOTES 90%

12 MODERATE VOTES 8%

3 UNHAPPY VOTES 2%

+ one move your car notification :(

