

Columbia Basin Agriculture Forum: *Building a Better B.C. through Agriculture*



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Deputy Minister of Agriculture, Wes Shoemaker



Government's Commitments

- The Ministry of Agriculture's goals are to help government achieve three commitments
 - Make life more affordable
 - Deliver services that people count on
 - Build a strong, sustainable, innovative economy that works for everyone
- Integrating with these priorities is government's commitment to a true, lasting reconciliation with First Nations in British Columbia



Why Agriculture?

- Agriculture generates economic activity
 - \$14B industry that provides almost 63,000 jobs for British Columbians
 - \$3.8B in product exports, to over 160 markets
 - Food processing sector as the 2nd largest manufacturing industry in B.C.
 - Significant opportunities for growth
- Agriculture presents an opportunity to catalyze innovation and emerging opportunities
 - Over 200 land and 100 sea commodities create a “living lab” for new product and technology development
 - Sector diversity helps promote innovative partnerships and value-added opportunities in emerging sub-sectors



Grow BC, Feed BC, Buy BC

- The *Grow BC, Feed BC, Buy BC* strategy
 - supports B.C.'s agriculture, seafood and food processing sectors
 - encourages consumption of B.C. products both domestically and internationally
 - advances and builds resiliency within the sector
- Is the foundation for the Ministry's current Service Plan
- Positions Agriculture is a key contributor to economic development and diversification
- Addresses mandate commitments

Strategy Framework: Building a Better B.C. through Agriculture

GROW BC

FEED BC

BUY BC

**Building Sustainable Production
from Land and Sea**

**Building the Value of and Access
to B.C. Food**

**Building Consumer Awareness
and Demand**

AGRI MANDATE COMMITMENTS

Establish Grow BC to help young farmers access land, and support fruit and nut growers and processors to expand local food production

Initiate Feed BC to increase the use of B.C.-grown and processed foods in hospitals, schools, and other government facilities

Bring back an enhanced Buy BC marketing program to help local producers market their products, and work with local producers to expand market access in the rest of Canada and abroad

Revitalize the ALR and the ALC

Develop a B.C. Food Innovation Centre to innovate in the processing, packaging and marketing of B.C. food products



Build sustainable production and help B.C. producers expand local food production

- Help new farmers access land
- Enhance industry renewal and supports
- Preserve and prepare the ALR to support the future of agriculture
- Support climate adaptation and mitigation
- Enhance seafood and aquaculture
- Protect animal, plant and human health



Build the value of and access to B.C. food

- Build capacity along the value chain to expand the availability of B.C. foods
- Accelerate the pace of innovation along the innovation continuum

This includes

- a focus on rural economic development
- development of a Food Hub concept, composed of a core centre and regional food hubs



Food Hub Model



- Network of regional nodes supported by a core centre
- Supports regional diversity of B.C.'s agriculture and agrifoods sector
- Benefits small and medium scale processors, early-stage entrepreneurs, SMEs nearing export readiness and Indigenous communities interested in agriculture
- Provides an opportunity to support local agrifood businesses, create new niche food products and facilitate research partnerships



Deliver an enhanced marketing program that will build consumer awareness and demand and help local producers market their products to grow their businesses



- Build and leverage a strong, recognizable Buy BC brand
 - Help producers and processors expand sales
 - Ensure consumers can easily identify local food and beverages
- Execute the Ministry's international marketing strategy to help producers and processors expand sales in priority markets

Summary

- Strong strategic alignment between the Columbia Basin Trust's agriculture priorities and Grow BC, Feed BC, Buy BC indicates need for partnership and collaboration.
- The Ag Forum is an opportunity to explore topics that are of mutual interest.
- Looking forward to partnering with the Columbia Basin Trust on Grow BC, Feed BC, Buy BC initiatives

