

PROJECT PLAN

Northern BC's Agrifood Industry Needs Assessment and Supports

August 2018



1. Project Purpose

Over the past few years, the B.C. Ministry of Agriculture (the “Ministry”) has conducted ongoing outreach to local producers, distributors, and chefs across the province. Findings have suggested that although agriculture is emerging as a stronger opportunity for northern B.C. communities, there is still a need to further define the gaps in the north with regards to seasonality; human resource, financial, and production capacity; food safety and quality assurance; bargaining power of buyers including distributor incentives/rebates; pricing and packaging; marketing/branding; distribution logistics; utilization of co-operatives and co-packing agreements; etc.

The purpose of this Project is for the Ministry and University of Northern British Columbia’s (UNBC) Community Development Institute (CDI) to identify targeted resources/supports that will address the needs of northern B.C.’s agrifood industry (including agriculture producers and food/beverage processors) and increase their awareness of market potential in other areas of the province (particularly in the Lower Mainland).

2. Objectives

This Project Overview presents a collaborative outreach approach between the Ministry and CDI to achieve the following objectives, which include:

- a) Identifying and assessing current and future business/market development barriers, opportunities, and challenges faced by northern B.C.’s agrifood industry; and,
- b) In the next phase of the project, the focus will be on addressing these issues by providing northern B.C.’s agrifood industry with targeted support/resources/solutions to execute effective marketing strategies/activities that will strengthen industry-buyer connections, improve access to market opportunities in other areas of the province, and increase product sales.

3. Research Plan and Methodology

For this project, the proposed research plan and methodology will achieve two outcomes:

- a) Collecting the data required to identify and assess current and future business/market development barriers, opportunities, and challenges; and
- b) Engaging and building relationships with producers so that the support, resources, and solutions planned and delivered in the next phase of the project and ongoing dialogue about supporting the northern BC agrifoods industry will be more effective.

The research plan will be delivered in 13 communities located in four regions:

- a) Northwest: Terrace, Smithers, Burns Lake, and Vanderhoof
- b) Robson Valley: Valemount, Robson Valley, McBride
- c) Northwest: Fort St. John, Dawson Creek, Chetwynd
- d) Central: 100 Mile House, Williams Lake, Quesnel

For each region, the research plan and methodology are proposed to include:

Collection of Agricultural Production Data

This phase of the project will focus on collecting information and data on what is being produced and where it is being marketed. Data sources will include provincial and regional government reports, as well as reports from various agricultural associations. This data, which will include scope and volume of agricultural production, will help provide context for the information collected on market opportunities and challenges.

Stakeholder Meetings and Interviews

This phase of the project will consist of face-to-face meetings and interviews in each of the communities identified each of the four regions. The proposed approach will be to organize a group meeting for producers and associations in each of the following categories:

- a) Meat (e.g. Beef, Lamb, Pork, Bison, Poultry, Fowl)
- b) Produce (e.g. Vegetables, Fruit, Berries)
- c) Other (e.g. Dairy, Cheese, Preserves, Beverages)

Additional one-to-one meetings will also be scheduled as required. Every attempt will be made to conduct these one-to-one meetings face-to-face in the community, however if this is not possible, they will be conducted by telephone following the community meetings.

The meetings and interviews will utilize an interview guide to ensure that information collected is consistent across all of the communities and sectors. The proposed interview guide can be found in Appendix A.

The list of producers (stakeholders) to be invited to participate in the consultation has been developed from publicly available lists and recommendations from individuals and experts in the agrifoods industry. An initial list of participants can be found in Appendix B. It is anticipated that this list will continue to evolve and grow as further contacts are made.

4. Data Analysis

During each meeting and interview, comments will be recorded and notes taken. A summary of the discussion will be sent to each participant for their review. Once the notes from each session are finalized, a qualitative analysis will be performed to identify, code, and categorize the patterns and themes that emerged. In conducting this analysis, there will be a focus on identifying overarching themes, as well as themes by region and by sector.

5. Findings Report

A report of the consultation findings will be prepared. This report will describe the themes identified from the analysis. The report will be structured to provide easy reference to the information by region and by sector. Appendices to the report will note the number of participants by sector in each community.

Appendix A: Interview Guide

Questions for the Northern BC Agrifood Industry Needs Assessment and Support

Project Objectives

1. Identify and assess current and future business/market development barriers, opportunities, and challenges faced by northern BC agrifood industry; and
2. Address these issues, in Phase 3 of the project, by providing northern BC's agrifood industry with targeted support/resources/solutions to execute effective marketing strategies / activities that will strength industry-buyer connections, improve access to market opportunities in other areas of the province, and increase product sales.

Questions to Determine Current Business/Market Development Barriers, Opportunities, and Challenges

Following a summary of the data collected regarding what is being produced in the region and where it is being marketed, enter into a discussion of the following questions:

1. What is limiting your production?
2. What is limiting your marketing?
3. What is limiting your business management capacity?
4. Thinking about where you market now (identify and note the market):
 - a. What are the opportunities for this market?
 - b. What are the challenges for this market?
 - c. Do you feel that this market is working well for you?
 - d. Is there an interest in growing this market?

Questions to Determine Future Business/Market Development Barriers, Opportunities, and Challenges

Following an explanation of the context for the research; that we are exploring opportunities and barriers to marketing northern BC agrifoods to metropolitan BC, primarily the Lower Mainland, enter into a discussion of the following questions:

5. Are you currently marketing to the Lower Mainland or other metropolitan areas of BC? If yes...
 - a. What products are you marketing?
 - b. How are the products being marketed?
 - c. Is this market working well for you: What is working well? What is not working well?
6. What are the opportunities for this market? (For growing this market)
7. What are the challenges or barriers for this market? (For growing this market)
8. What is needed to grow this market?

For questions 5-8, listen and probe for the following comments on the following issues:

Process Factors	Input Factors
<ul style="list-style-type: none"> ▪ Marketing / Brokered sales / Cooperatives 	<ul style="list-style-type: none"> ▪ Market intelligence
<ul style="list-style-type: none"> ▪ Branding 	<ul style="list-style-type: none"> ▪ Technology
<ul style="list-style-type: none"> ▪ Processing 	<ul style="list-style-type: none"> ▪ Equipment
<ul style="list-style-type: none"> ▪ Packaging 	<ul style="list-style-type: none"> ▪ Financing
<ul style="list-style-type: none"> ▪ Distribution / Logistics / Transportation to market 	<ul style="list-style-type: none"> ▪ Workforce availability
<ul style="list-style-type: none"> ▪ Storage (at destination and at source) 	<ul style="list-style-type: none"> ▪ Succession planning
<ul style="list-style-type: none"> ▪ Other 	<ul style="list-style-type: none"> ▪ Financing
<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪ Other

Closing Questions and Comments

As a final question, is there anything else that you feel it is important for us to know in light of our research question?

Regarding next steps, we will be preparing a report for the Ministry of Agriculture which identifies common themes from the input we have received.

Based on that analysis, the plan is to put together a program of targeted support/resources/solutions to execute effective marketing strategies / activities that will strength industry-buyer connections, improve access to market opportunities in other areas of the province, and increase product sales.

We will be getting back to each of you with more information about the program at that time.

Thank you for your participation: your experiences, ideas, and input have been very helpful and insightful.

Appendix B

Northern BC Agrifood Industry Needs Assessment and Support

List of Potential Participants

Central Region			
C	Big Bear Ranch	Horsefly	Beef/Pork
C	Chilancoh Ranch	Redstone	Beef
C	Outlawmeats	Clinton	Lamb
C	Pasture to Plate	Alexis Creek	Beef
C	Tatlayoko Fold	Tatlayoko Lake	Beef
C	Spokin Lake Farms	150 Mile House	Lamb
C	Kole Creek Bison	Hixon	Bison
C	October Farm	South of PG	Bison
C	Barkerville Brewing	Quesnel	Beverage
C	Cariboo Country Sausage	Quesnel	Meat
C	High Valley farm	Quesnel	Other
C	Oddball Organics	Quesnel	Produce
C	Real Uke Perogies	Quesnel	Other
C	Sweet Tree Venturs	Quesnel	Other
C	Roads End Vegatable Company	140 Mile House	Produce
C	Mackin Creek Orchards	Soda Creek	
C	Fraserbench Farm	Soda Creek	Produce
C	Big Fire Farm	Quesnel	Produce
C	Meldrum Ranch Produce	Meldrum Creek	Produce
C	Mackin Creek Farm	Soda Creek	Produce
C	Slow Train Farm	Soda Creek	Produce
C	Corral Gardens	Williams Lake	Produce
C	Anderson Garden	Williams Lake	Produce
C	Horsefly Services	Horsefly	Produce
C	Springhouse Gardens	Springhouse	Produce
C	Hillside Gardens	Redstone	Produce
C	Chimney Lake Gardens	Chimney Lake	Produce
C	Barter Gardens	Fox Mountain	Produce
C	Linger Longer Lodge	Soda Creek	Produce
C	Puddle Produce	Williams Lake	Produce
C	Silver Birch Farm	Soda Creek	Produce
C	Redis Home Grown Beef	Miocene	Meat
C	The Meadows Ranch	Miocene	Meat
C	Beaver Valley Livestock	Beaver Valley	Meat
C	San Jose Cattle Company	150 Mile	Meat
C	Chilancoh Ranch	Redstone	Meat
C	Rodear Meats	Beaver Valley	Meat
C	Wineglass Ranch	Riske Creek	Meat
C	Big Bear Ranch	Horsefly	Meat
C	Linger Longer Lodge	Quesnel	Meat
C	Family Farm Natural Meats	Forest Grove	Meat
C	Family Tree Farm	Quesnel	Meat
C	Just Kiddin Ranch	Miocene	Meat
C	Zirnhelt Ranch	Big Lake	Meat
C	Mystery Lake Ranch	Tatla Lake	Meat
C	Augustine Ranch	Horsefly	Meat
C	Spokin Lake Meats	Miocene	Meat
C	Hay Meadow Honey	Dog Creek	Other
C	Cookie Break and Bean Counter	Williams Lake	Other
C	Sweet Tree Ventures	Quesnel	Other
C	Uncle Paul's Coffee	Williams Lake	Other

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C	Dancing Goat Coffee	Williams Lake	Other
C	Earth Dance Botanicals	Belles Lake	Other
C	Anahim Lake C.A.		Beef
C	Big and Beaver Lakes Stock Assoc		Beef
C	Big Creek L.A.		Beef
C	Chicotin Stockman's Assoc		Beef
C	Chimney Creek L.A.		Beef
C	Horsefly L.A.		Beef
C	150 Mile L.A.		Beef
C	Riske Creek L.A.		Beef
C	Rose Lake L.A.		Beef
C	Soda Creek C.A.		Beef
C	Tatla Lake C.A.		Beef
C	Canim Lake LA		Beef
C	Green Lake - Bonaparte SA		Beef
C	Lac La Hache LA		Beef
C	Lone Butte Farmers' Institute		Beef
	Northeast Region		
NE	South Peace Colony	Farmington	Lamb
NE	Horseshoe Valley Ranch	Clayhurst	Beef
NE	Peace View Meat Processing	Farmington	Beef
NE	Peace View Poultry Plant	Farmington	Poultry
NE	Sweet Sensations	Fort St. John	Other
NE	Hillside Sausages	Montney	Meat
NE	North Peace Sheep Producers	Rose Prairie	Sheep
NE	Chetwynd Farmers Market	Chetwynd	Have requested vendor list
NE	Dawson Creek Farmers Market	Dawson Creek	Have requested vendor list
NE	Fort St. John Farmers Market	Fort St. John	Have requested vendor list
NE	BC North Peace Cattleman's Assoc		Beef
NE	BC South Peace Cattleman's Assoc		Beef
NE	Upper Cache Creek Cattleman's Assoc		Beef
	Northwest Region		
NW	Gattiker Farm	Telkwa	Beef
NW	Dave & Pat Griffith	Vanderhoof	Chicken, turkey, pigs, cattle, goats
NW	Lemieux Creek Ranch	Telkwa	Beef
NW	Rockin' Hill Bison	Vanderhoof	Bison
NW	Sweet Fix	Houston	Chocolate
NW	Sausage Factory	Smithers	Meat
NW	Whistler Road Cheese Company	Smithers	Other
NW	Rudolph's Pure Sausage	Telkwa	Meat
NW	Sherwood Mountain Brewhouse	Terrace	Other
NW	Skeena Valley Apiary	Terrace	Other
NW	Jerky King	Vanderhoof	Meat
NW	40 Below Hot Sauce	Smithers	Other
NW	Dancing Bee Farm	Smithers	Lamb and Honey

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NW	Ducky's Jams, Jellies & Perserves	Smithers	Other
NW	Dunnloggin Ranch	Smithers	Meat, Other
NW	Happy Pig Organic Farm	Smithers	Meat
NW	High Slope Arces	Smithers	Vegetables
NW	Healthy Hug's Organics	Smithers	Vegetables
NW	Kispiox Birch Syrup	Smithers	Other
NW	Lauriston Farm	Smithers	Chicken & Vegetables
NW	Red Hen Organic Foods	Smithers	Other (nuts,seeds)
NW	Round Lake Farm	Smithers	Lamb & Berries
NW	Santina's Sweet Creek Gardens	Smithers	Beef, Lamb, Vegetables
NW	Sherwood Mountain Brewhouse	Smithers	Other
NW	Small Potatoes Farm	Smithers	Vegetables
NW	Sol Sourced Organic Vegetables	Smithers	Vegetables
NW	Spruce Drive Gardens	Smithers	Herbs
NW	Suskwa Valley Farm	Smithers	Vegetables (Organic)
NW	Swallow Haven Farm	Smithers	Meat
NW	Tasty Business	Smithers	Other (Dips)
NW	Twelka Honeybee	Smithers	Other
NW	Unity Gardens and Farm	Smithers	Meat
NW	W. Diamond Ranch	Smithers	Meat
NW	Whistler Road Cheese	Smithers	Other
NW	Woodgrain Farm	Smithers	Vegetables, Lamb
NW	Ambrosia's Sheep	Telkwa	Lamb, Chicken
NW	The Apple and the Anvil	Quick	Lamb, Pork, Chicken, Turkey
NW	Aspen Arces Culinaries	Telkwa	Meat, produce, preserves
NW	Brunham Farm	Telkwa	Meat
NW	Dallaine Ranch	Telkwa	Beef
NW	Dunn Logging Ranch	Smithers	Vegetables, chicken
NW	Flying Hands Farm	Smithers	Herbal products
NW	Gattiker Farm	Telkwa	Beef
NW	Grendel Grow (Group)	Smithers	Vegetables
NW	Happy Pig Organic Farm	Telkwa	Meat
NW	Harmony Hollow Farm	Telkwa	Chicken, Lamb
NW	Health Hugs Organics	Smithers	Produce
NW	Health Meadows Honey Farm	Smithers	Other
NW	Holly Ridge Farm	Smithers	Meat
NW	Lauriston Farm	Smithers	Beef, Produce
NW	Lemieux Creek Farm	Telkwa	Beef
NW	Little Shepard Farm	Telkwa	Produce
NW	My Girls Farm	Quick	Pork, Beef
NW	Narnia Farms	Smithers	Produce
NW	Old Iron Farm and Apiary	Telkwa	Other, Pork
NW	Pond Acres	Smithers	Honey, Rabbit
NW	Red Hen Organic Foods	Smithers	Other (forage foods: mushroom, berries)

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NW	Round Lake Farm	Smithers	Produce, Lamb, Chicken, Turkey, Pork
NW	Hamblin Arces	Houston	Produce, Beef
NW	Dan the Mushroom Man	Burns Lake	Produce
NW	Dogstar Lambs	Burns Lake	Lamb
NW	Rocky Arces	Burns Lake	Meat
NW	Six Mile Capstone	Burns Lake	Lamb
NW	Sunrider Ranch	Froncois Lake	Beef
NW	Taiga Arces	Burns Lake	Beef, Chicken
NW	Copper-T Ranch	Fraser Lake	Beef
NW	Matt and Judith Jonke	Fort Fraser	Goat
NW	K&D Larsen Enterprises	Fort Fraser	Produce
NW	Lazy B Ranch	Fort Fraser	Beef
NW	Savory Farm	Endako	Meat
NW	Tilted heart Gifts	Fort Fraser	Other (berries)
NW	Bioscape Farm	Vanderhoof	Meat
NW	Black Spruce Ranch	Vanderhoof	Meat
NW	Borno Farms	Vanderhoof	Produce
NW	Canyon Tree Farms	Fort St. James	Beef
NW	Chicken Run	Vanderhoof	Chicken
NW	Ewes On Clogs	Vanderhoof	Lamb
NW	Halltray Farms	Vanderhoof	Chicken
NW	JM Farms	Vanderhoof	Pork
NW	Little Valley Farms		Beef
NW	Nechako Pastures	Vanderhoof	Produce
NW	Newsat Farms	Vanderhoof	Meat
NW	Valerie and Allan Pagdin	Vanderhoof	Pork
NW	Spring Lake Farm	Fort St. James	Beef, Produce
NW	Sweet Nachako Honey	Vanderhoof	Other
NW	Willowheart Ranch	Vanderhoof	Beef
NW	Whispering Winds Ranch	Vanderhoof	Beef
NW	Vanderhoof Farmers Market	Vanderhoof	Have requested vendor list
NW	Cluculz Lake Livestock Assoc		Beef
NW	Fort Fraser L.A.		Beef
NW	Punchaw C.A.		Beef
NW	Sinkut Mountain C.A.		Beef
NW	Bulkley Valley CA		Beef
NW	Lakes District CA		Beef
NW	Pleasant Valley CA		Beef
NW	Skeena SA		Beef
	Robson Valley Region		
RV	Glenbirnam Farm	East of PG	Beef and Sheep
RV	Robson Valley Harvest Company	McBride	Vegetables
RV	Three Ranges Brewing Company	Valemount	Other