

Cariboo Regional District

**AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING**

The Minutes of the Regular Meeting of the Agricultural Development Advisory Committee, held in Bowron Room, of the Natural Resource Building on March 25, 2019 at 10:00 am

COMMITTEE MEMBERS PRESENT

Martin Rossmann, Chair	Kersley Farmers Institute
Rob Borsato, Treasurer	Quesnel Farmers Market (conference call)
Sheri Schweb, Secretary	BC Forage Council
Tim Lofstrom	College of New Caledonia - Quesnel
Nicole Pressey	Ministry of Agriculture
CRD Director John Massier	CRD Liaison

SUPPORT TEAM MEMBERS PRESENT

Lori Fogarty, Liaison	Agriculture Working Group
Wilma Watkin	Agriculture Working Group
Lynda Atkinson	Agriculture Working Group

DELEGATIONS

Tyler Jasper	Sonoran Resource Management Ltd./Agrologist (conference call)
Heloise Dixon-Warren	FARMED Chair

GUESTS

Amy Reid	City of Quesnel Economic Development Officer
Carey Ekelund	Facilitator, Agriculture Education Program
Emily Colombo	Regional Economic Operations Branch - Regional Manager, Cariboo Region Rural Development, Lands & Innovation Division
Camille Roberts	Invasive Species Council of BC

1. CALL TO ORDER

2. APPROVAL OF THE AGENDA

R/2019-20

It was moved and seconded

That the March 25, 2019 Agricultural Development Advisory Committee agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

R/2019-21

It was moved and seconded

That the minutes of the Agricultural Development Advisory Committee meeting dated February 25, 2019 be adopted as amended.

CARRIED

3.1 R/2019-22

It was moved and seconded

That the revised agenda and minutes of the Agricultural Development Advisory Committee meeting of June 19, 2018 and reformatted minutes and agendas of the 2018 ADAC meetings of July 19, August 29, October 17, November 13 and December 17 be adopted.

CARRIED

4. DELEGATIONS

- 4.1. Tyler Jasper participated via conference call and noted a local entrepreneur and business representative added to the current ADAC membership would be of value. He also mentioned it would be helpful to have an ADAC member liaise with an Economic Development Panel.

He felt it is important to encourage people to work in areas where there will be success and the product is in demand. Economic health includes total net profit in a business. The framework includes 4 core areas to make decisions and change things to increase profits – 2 are internal and 2 are external. The internal components to increase the bottom line include your own business specific operations to save dollars and inputs such as goods and services. The external components include developing new markets and to access exiting markets such as value added and emerging markets. The barriers include the regulatory burden.

Tyler will send a memo with a recommendation for consideration to the ADAC Chair.

- 4.2. Heloise Dixon-Warren reviewed a preliminary North Cariboo Agriculture marketing initiative being developed by the North Cariboo Agricultural Marketing Association dba FARMED. This initiative includes 3 key areas:
- Potential Market Opportunities;
 - Taking the “North Cariboo Farm Country – Grown for you brand to the next level; and
 - Increase Benefits for FARMED members.

The purpose of this presentation is to inform ADAC of the project and request support in principle. The ADAC committee suggested FARMED should request a letter of support as the project proposal develops.

5. NEW AND UNFINISHED BUSINESS

- 5.1. Regional Agri-food Centre Business Plan <https://www.quesnel.ca/city-hall/major-initiatives/agriculture-centre-business-plan>

Amy Reid informed the committee that when she last spoke to the Ministry of Agriculture representative, the hope is to get further funding for “agri-food processing” but the demand for agri-food processing needs to be demonstrated. Amy recommended a person on the ground to meet one-on-one with producers and processors is required.

- 5.2. Alex Fraser Park – Multi-Purpose Agriculture Building

There was good representation at the meeting and information on the building and its role was presented. There was input and suggestions from stakeholder groups. It was stressed at the meeting that the purpose of the building is for agriculture activities across the sector. The timeline on the project is to ensure the structure is up and ready for emergency preparedness activities.

- 5.3. Presentation to the Cariboo Regional District Board of Directors
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The ADAC is on the agenda for the CRD Board meeting being held in Quesnel on June 7th to make a presentation at around 11 am to provide an update on the activities over the last year. The presentation should be limited to about 15 minutes allowing about 10 minutes for questions. ADAC members are encouraged to attend the presentation.

5.4. Ministry of Agriculture programs offered under the Canadian Agriculture Program (CAP)

Nicole Pressey presented agriculture program and services information starting April 1st, to provide assistance, information and resources in 3 areas:

- Programs and Services for New Entrants to Agriculture;
- Government Programs and Services Supporting Indigenous Agriculture; and
- Programs and Services for BC Agri-food Producers;

This information is attached to the minutes of this meeting. Nicole also noted that Ministry of Agriculture contact Trish Laugharne is working with the Risk Management Program.

6. SUBCOMMITTEE REPORTS

6.1. FARMED Rural Dividend Project Development grant application update

The Rural Dividend Project Development Final Progress Report for the Agricultural Development Advisory Committee and Agriculture Centre is in the final stages of completion. The completed report will be sent to ADAC members upon completion.

The Rural Development Project Development grant for the Agriculture Education Program is underway. Carey Ekelund is considering the position as facilitator for the project. Carey is also available to work as the administrative assistant to assist with communications in regards to meetings and agendas as well as the recording and distribution of minutes for ADAC meetings.

R/2019-23

It was moved and seconded

That the ADAC hire Carey Ekelund to assist with communications in regards to meetings and agendas as well as the recording and distribution of minutes for ADAC meetings.

CARRIED

6.2. Agriculture Working Group Administration Report

The approved revised and reformatted agendas and minutes will be posted to the ADAC webpage. ADAC members may submit travel expense forms for 2019 meetings to date during the month of April for May submission to the CRD.

7. CORRESPONDENCE

7.1. Email communication

A request on March 11, 2019 from Heloise Dixon-Warren, Chair of FARMED to attend the March 25th meeting as a delegate.

7.2. Upcoming Events

April 13, 2019 10am-3pm	Seedy Saturday: Growing in Changing Times CNC Quesnel, 100 Campus Way
April 16, 2019 9am – 4:30pm	Agriculture Pests: Practical Tools for Producers Williams Lake, <u>Ramada Convention Center</u> 1118 Lakeview Crescent

April 25, 2019 8:30- 9:30am	ADAC meeting Via conference call
June 1, 2019	National Farm Animal Care Council Codes of Practice BC Regulation referencing comes into force
June 7, 2019 11:00 - 11:30am	ADAC Presentation to the Cariboo Regional District Board of Directors Quesnel – Location to be determined

8. ROUNDTABLE

Tim Lofstrom noted the power hook-up for the CNC Sea-Can grow unit has been approved. Long term a 3-year grant is in place to complete the project for a sustainable crop that would be sold to create products that provide enough profit to support the costs of production.

Tim also noted that CNC participated in the Alex Fraser Park agriculture building information session on March 12th and is working toward successfully marketing agriculture programs to target markets.

Amy Reid noted a Labour Market Study is taking place and agriculture is one of the sectors included in the study.

Nicole Pressey mentioned that 2 soil test kits are now available for use in the Cariboo. Also, the Young Agrarians held a workshop on Social Media Marketing for Farmers on March 23rd. It was well attended.

The next meeting of the ADAC will be a conference call on Thursday, April 25th from 8:30 – 9:30am.

9. QUESTION PERIOD

10. ADJOURNMENT – 12:30 pm



M. Rossmann, Chair

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