

Cariboo Regional District ADAC History

The Cariboo Regional District approved the establishment of the North Cariboo Agricultural Development Advisory Committee (ADAC) through the North Cariboo Economic Development Function and its adoption in 2018.¹ Its purpose is to advise the Board on matters referred to ADAC respecting agricultural development in the region.

The following matters shall generally be referred to ADAC for its consideration and advice:

- Partnering with local government to further economic development and build critical mass within the industry.
- Providing a coordinating body for accessing funding for major projects.
- Providing links between producers, processors, agriculture organizations, farmer's institutes, and government at all levels.
- Raising awareness of agriculture.
- Enhancing an understanding of agriculture's role in the local and/or regional economy.

The following matters may also be referred to ADAC by the Board of Directors, for its consideration and advice:

- Farm 'edge' policies.
- Agricultural area plans.
- Legislation to identify improvements to support agriculture.
- Official community plans within or impacting the Agricultural Land Reserve (ALR) or for agricultural uses.

The Committee's Mission is to work with agriculture stakeholders within the Cariboo region to sustainably expand agricultural production, capacity, and diversity.

The work of ADAC

The top 3 strategic plan recommendations developed in 2018, when the NC ADAC was established, ADAC recommended that these move forward, and we have seen positive progress made in the form of the following:

- Regional Agri-food Center
- Agriculture Education Program

¹ See [Agricultural Development Advisory Committee - Cariboo Regional District](#) for further details.

- Agriculture Area Plan

We can see the positive progress made on these recommendations:

- **Sprout Kitchen**

- Sprout Kitchen is a small-scale food processing and innovation hub, located in Quesnel, BC, that serves the North Cariboo Food Hub. As a member of the BC Food Hub Network, Sprout Kitchen provides space and support for emerging and existing food entrepreneurs to get their ideas off the ground or scale their business for new markets. Sprout Kitchen is an initiative of the City of Quesnel with generous support from the BC Ministry of Agriculture and Northern Development Initiative Trust.²
- Successful Sprout Kitchen businesses include the Hixon Falls Cracker Company³ and Melissa's Klassy Kitchen⁴.

- **Agriculture Education Program**

- The North Cariboo Agriculture Education Program is a multi-faceted initiative involving the agriculture sector and career awareness education for students attending elementary, secondary and post-secondary schools in the North Cariboo, as well as agriculture workshops for agriculture producers and new entrants to the industry. This program incorporates the BC Agriculture in the Classroom (BCAIRC) foundation⁵ into School District 28 Quesnel classrooms, providing experiential activities such as farm tours, demonstrations, and work experience. Work on the North Cariboo Agriculture Education Program has been underway since 2019.
- The North Cariboo Agriculture Marketing Association, doing business as FARMED, applied for and received funding from the Rural Dividend Project Development grant to implement the NC Agriculture Education Program.
- The NC Agriculture Education Program Team is made up of members of the Agricultural community of the North Cariboo. These include Lori Fogarty, Lynda Atkinson, Wilma Watkin (retired educators), Joleen Morrison (Program Facilitator), and Cindy Sherstan (Jr. High Home Economics teacher in the Quesnel School District. She is the BCAIRC Ambassador).
- Further components of the program have included the following:
 - Promoting awareness of careers in agriculture (e.g., Guest Speakers).
 - Providing experiential opportunities for students (e.g., Field trips).
 - Partnering with the Kersley Farmers Institute & CNC to provide Winter Workshops (e.g., "Changing Opportunities in Agriculture") to producers, new entrants, and students.

² [Sprout Kitchen](#) and [Sprout Kitchen - Facebook](#)

³ [Hixon Falls Company](#)

⁴ [Melissa's Klassy Kitchen](#)

⁵ <https://www.bcairc.ca/homepage>

- Partnering with BCAITC to expand the teacher ambassador program to the North Cariboo, in order to deliver information to teachers and connect them to BCAITC resources, programs, and professional development.
- Early 2020 saw presentations to staff at Correlieu Secondary School, Riverview, and Bouchie Lake.
- Following BCAITC's development of numerous online learning resources since 2020, feedback from educators indicated that while the resources were extensive, they were challenging to navigate and choose age-appropriate content for. There was also difficulty in avoiding duplication of curriculum presented in successive years.

The North Cariboo Educator's Resource Guide was developed by the NC Agriculture Education Program Team to compile the resources relevant to the North Cariboo and provide a progression of learning and a framework for educators to follow. The Guide was presented to the School District 28 Education Committee in April 2022. This comprehensive, 69-page document was prepared as a component of the NC Agriculture Education Program implementation. Funding for this project has been provided by the government of British Columbia Rural Dividend Project Development Grant. The work of the NC Agriculture Education Program is ongoing.

The Current Work of ADAC

A key focus of ADAC in 2021 included sponsoring Strategic Planning Sessions through February, March & April. These planning sessions included regional agricultural sector representatives and organizations, as well as government representatives from Provincial, Local, and Indigenous governments including Economic Development and Planning Services. Presentations on *Trends in Beef*, and the *Regional Food and Innovation Hub* provided updates to participants. In addition, an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) related to the Cariboo region's agriculture industry identified the progress made since the 2007 CCBAC Agriculture Sector Strategy was released.

Using the information presented at the Strategic Planning Sessions, as well as additional resources, a Strategic Planning Framework was developed. Following review and input of this Framework by participants of the Strategic Planning Sessions, drafts were edited and the Strategic Plan was approved by ADAC members. Components of agriculture in our region included in the Strategic Plan are:

- Beef & Livestock Sector
- Food Processing Infrastructure
- Forage Sector

- Education, Marketing and Awareness
- Labor Market
- Technology and Innovation
- Climate Adaptation and Applied Research
- Horticulture
- Existing and Diversified Market Growth

For each of the components noted, strategic goals, objectives, and tactical plans have been developed.

The Strategic Plan is significant in supporting the Cariboo Regional District Agriculture Development Advisory Committee’s Mission.

The members of the committee are grateful for the support of the many agricultural stakeholders, industry groups, and government representatives as we work to move forward agriculture industry development in the region.

Late 2021 saw the Cariboo Regional District successful in its grant application for \$40,000 from the Investment Agriculture Foundation, for the development of a Cariboo region Agricultural Area Plan (AAP), with the CRD contributing an additional \$40,000 to the project. The CRD approached the North Cariboo ADAC with the opportunity to evolve and become a committee of the whole region. The suggestion was to establish Cariboo ADAC (C-ADAC), including member representatives from the north, central & south Cariboo. The CRD requested that Cariboo ADAC act as a steering committee working with the consultants hired to develop the AAP for the region. A new release was then published, requesting the nomination of new members from across the Region.⁶

November 2021 saw the CRD board approve a new bylaw, thus the creation of the *Cariboo Agriculture Development Advisory Committee*. The current members of the committee are comprised of representation from across the region and across the industry as noted in the chart below:

⁶ [ADAC Seeks New Members - Cariboo Regional District.](#)

Cariboo Regional District ADAC Members

Committee Member	Regional Representation	Organization Representation
Christa Pooley - Chair	North Cariboo	BC Forage Council
<i>To Be Filled</i> - Treasurer	***	Quesnel Cattlemen's Association
Martin Rossmann - Secretary	North Cariboo	Kersley Farmers Institute
Laurel-Anne Gordon	North Cariboo	Small Scale Meat Producers Association
Lynda Atkinson	North Cariboo	Regional Food and Innovation Hub
Brianna van de Wijngaard	Central Cariboo	Horticulture and Vegetable Producers
<i>To Be Filled</i>	***	Integrated Production, Processing & Retail
Megan Flatt	Central Cariboo	Cariboo Chilcotin Sheep Producer's Association
David Zirnhelt	Central Cariboo	Cariboo Cattlemen's Association
Robin Hunt	South Cariboo	Farmers' Market
Bill Hadden	South Cariboo	Agroforestry
<i>To Be Filled</i>	***	Agrologist
<i>To Be Filled</i>	***	Post-Secondary Education
<i>To Be Filled</i>	***	Indigenous Government
<i>To Be Filled</i>	***	Greenhouse Production
<i>To Be Filled</i>	***	Agrobusiness
Director John Massier	Liaison	Cariboo Regional District

Committee Member	Regional Representation	Organization Representation
Nicole Pressey	Liaison	BC Min of Ag, Food & Fisheries

Our membership continues to evolve to be inclusive of region-wide representation & diverse industry groups.

Early in 2022, the CRD hired Upland Agricultural Consulting with Cariboo ADAC acting in the role of a steering committee in the development of the Agricultural Area Plan. The primary aim of the project was to produce a comprehensive agricultural planning document that focuses on the CRD's jurisdiction and provides guidance in identifying opportunities to strengthen the regional agricultural sector and contribute to its long-term sustainability. This plan has strong emphasis on economic development and climate change adaptation, including emergency management and inform broad land use objectives within the region. Specific project objectives include:

1. Protecting and enhancing the agricultural land base in the Region.
2. Strengthening the local agricultural economy.
3. Addressing the current needs of the agriculture industry.
4. Addressing environmental sustainability and climate change adaptation.
5. Promoting awareness, education, and value of local agriculture.
6. Promoting broad land use objectives.
7. Informing future Official Community Plan reviews and amendments.
8. Supporting a region-wide Agriculture Land Reserve boundary study.
9. Creating an implementation plan.

C-ADAC helped to guide the development of the AAP and provided important local context to the research and reporting. Its strategic plan and member contributions helped inform the process. The committee also reviewed the consultant's work and provided valuable feedback. The consultant team engaged with ADAC in a series of meetings throughout the process of developing the plan. Some stakeholders were also asked to review and provide feedback on the first draft of the AAP. These included the following:

- Kersley Farmer's Institute
- Cattlemen's Associations
- BC Forage Council
- FARMED
- Sprout Kitchen Food Hub

- Cariboo Agricultural Research Alliance
- Cariboo-Chilcotin Poultry Producers Association
- Farmers' Market Associations
- Young Agrarians
- Agriculture Land Commission Planning Staff
- Ministry of Agriculture Food and Fisheries Regional Agrologist

Completion of the work of Upland Consulting on the AAP and endorsement of the 2022 Agriculture Area Plan by the CRD Board of Directors occurred December 2022. The CRD AAP is available on the CRD website and outlines 5 goals & 25 recommendations in the Implementation Strategy.⁷ There are organizations identified as leads and supporting roles of these recommendations and goals including C-ADAC, among others. The goals for which C-ADAC has been identified as a lead or support role, are:

- 2.4 – Promote the development of a regional meat processing sector.
- 3.1 – Continue to incorporate agriculture in ongoing Climate Action planning initiatives and strategies.
- 4.1 – Advocate for the strengthening of agriculture education in the classroom environment.
- 4.2 – Provide agricultural learning opportunities for CRD staff and Elected Officials.
- 4.4 – Celebrate the past, present, and future of agriculture in the Cariboo.
- 5.1 – Ensure that sector development and diversification occur with climate change and the environment as key priorities.
- 5.2 – Support the protection of ecological services on farmland.
- 5.5 – Support the protection of native grasslands within the ALR.

In addition to these significant projects, ADAC has offered consultation to the CRD on matters such as:

- Provincial Meat Processing Regulation
- ALR/ALC Residential Flexibility
- Request for support from the Kwantlen Polytechnic University Institute for Sustainable Food Systems Extension Service

The committee is motivated to fulfill its role to support the implementation of the 2022 CRD Agricultural Area Plan, and to continue supporting the CRD with consultation when indicated. C-ADAC is dedicated

⁷ <https://www.cariboord.ca/en/business-and-development/agricultural-area-plan.aspx>

to increasing awareness and understanding of the agriculture industry across the CRD Board of Directors and the community at large.

We are excited about the growth potential of agriculture in our region and look forward to the future and working with the CRD and industry partners to see this potential unfold.



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Christa Pooley
Cariboo ADAC
Chair