

Agricultural Development Advisory Committee (ADAC)

North Cariboo

[Agricultural Development Advisory Committee - Cariboo Regional District \(cariboord.ca\)](http://cariboord.ca)

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ADAC Strategic Plan

Since its establishment in 2018, the Agricultural Development Advisory Committee has moved forward its top 3 strategic plan recommendations:

- Regional Food & Innovation Hub
- Agriculture Education Program
- Agriculture Area Plan

Regional Food & Innovation Hub

- ▶ A location for the Sprout Kitchen has been selected
- ▶ City of Quesnel council has authorized the a five-year lease agreement for the 2,689 square foot space
- ▶ Initial stages of start up in the spring of 2021

Agriculture Education Program

➤ Agriculture Education Program Components

- Professional development
- Agriculture in the Classroom



Agriculture Education Program

► Agriculture Education Program Components

- Career awareness programming
- Agriculture field trips
- Career guest speaker presentations



Agriculture Education Program

- Most components of the program have been implemented and are 70-100% complete
- Program completion impacted by COVID-19
- A request for an extension to December 14, 2021

Agriculture Area Plan

- ADAC is gathering information from various Ministries & agencies:
 - Quesnel District Land Management
 - Ministry of Forestry
 - Social Development and Poverty Reduction's Labour Market Partnership
 - Ministry of Agriculture Labour Market update
- broaden our understanding of the ongoing work, opportunities and challenges
- impact on agriculture

CCBAC Agriculture Sector Strategy

- Includes detailed strategies for agriculture development
- Many changes since the report was published



CCBAC Agriculture Sector Strategy

- Implementation of some of the recommendations in the report have occurred:
 - Increased support from local and provincial governments including the extension services provided by the Ministry of Agriculture;
 - Build up of infrastructure such as the Regional Food Hub and Agriculture Event Centre; and
 - The formation of the Agricultural Development Advisory Committee

Agriculture Industry

- Some of the issues that still need to be addressed:
 - The lack of finishing and processing facilities in the beef industry
 - The shortage of skilled labour and training
 - Utilizing technology to increase efficiencies and production
 - Connectivity in rural areas to support market development and agritourism

Agriculture Industry

- Climate change adaptation/mitigation;
- Indigenous agriculture; and
- New entrants



Agriculture Area Plan

- Using the CCBAC report as a foundation in the development of an agriculture area plan will help to identify opportunities to:
 - Strengthen the industry
 - Contribute to its long-term sustainability
 - Increase food security in the region

Agriculture Area Plan

- ▶ Provide the North Star for the CRD and the ADAC to ensure it stays on the path, as leadership, membership, or funding changes
- ▶ Useful when submitting funding applications



ADAC 2020 Activities - Advisory

- Providing reports to the CRD Board of Directors on the:
 - Ministry of Agriculture Policy Intentions Paper: Residential Flexibility in the Agricultural Land Reserve
 - Ministry of Agriculture Intentions Paper: Rural Slaughter Modernization
 - Proposed Agricultural Land Reserve Exclusion Application Policy
- Presenting to the Central Cariboo Rural Caucus directors on the establishment of the Agricultural Development Advisory Committee.

ADAC 2020 Activities - Administrative

- ADAC membership review of member appointments;
- Requesting an increase to the number of potential ADAC members and their representation;
- ADAC information letter to North Cariboo First Nations; and
- Conducting an assessment of the ADAC.

Future Direction

- Suggestions from ADAC members during the assessment process can provide direction as to the actions the committee can target to:
 - Increase awareness of the agriculture industry;
 - Facilitate the industry planning process; and
 - Develop additional partnerships.

Agriculture Industry Awareness

- Create “Producer/Processor Profiles”
- Include factual industrial data to support communications



Agriculture Industry Awareness

- ▶ Coordinate dissemination of economic & labour industry data
- ▶ Increase awareness of the functioning of the ADAC committee to the various agriculture sectors i.e. attend public events, fairs, etc. (post COVID)

Agriculture Industry Planning

- ADAC involvement in the Official Community Planning process
- Continue to build relationships with all the North Cariboo Rural Directors and all levels of government including First Nations



Agriculture Industry Planning

- Continue to provide a point of contact & communication dispersal within the industry;
- Develop a roster of other producers/processors to be invited to sub-committee or special topic meetings



Agriculture Industry Planning

Identify potential zones for industrial activities that support agriculture production; e.g.

- further food processing
- wool/fibre processing
- animal feed processing



Agriculture Industry Planning

Explore the role of ADAC in supporting:

- ▶ Regional Immigration sponsorship and recruitment for the retention of skilled labour in meat slaughter/processing
- ▶ Partnerships with Small Scale Meat Processors/TRU/UNBC in establishing a Red Seal Trade Program for meat slaughter and processing training

Partnerships

- ▶ Partner with other organizations such as CNC to enlist local letters of support or advocate with local government
- ▶ Develop closer connections to the Chamber of Commerce
- ▶ Increase involvement of the committee in the CRD Economic Development Strategic Plan

Strategic Planning Session

- ▶ These and other suggestions will be targeted as the committee continues its work
- ▶ Organizing a strategic planning session in February
- ▶ Next phase of agriculture industry expansion



ADAC Members – 2020

Member	Organization
Martin Rossmann, Chair	Kersley Farmers Institute
Erin Durrell, Secretary	BC Cattlemen's Association
Rob Borsato, Treasurer	Quesnel Farmers' Market
Tim Lofstrom	College of New Caledonia-Quesnel
Christa Pooley	BC Forage Council – North Cariboo
Matt Ziemer	Horticulture
Nicole Pressey	Ministry of Agriculture, Agrologist (Non-voting member)

FARMED Agriculture Working Group Support Team - 2020

Name	Organization
Lori Fogarty	Agriculture Working Group Team Leader; Secretary FARMED and Growing North Cariboo Society
Lynda Atkinson	Chair, FARMED; Director, BC Horse Council, BC Agriculture Council & Canadian Federation of Agriculture
Wilma Watkin	Treasurer FARMED, Growing North Cariboo Society, and Kersley Farmers Institute

Thank You

- CRD Director John Massier – ADAC Liaison
- North Cariboo Rural Directors Caucus – Areas A, B, C, & I
- Cariboo Regional District Board of Directors, executive team and staff
- Ministry of Agriculture
- City of Quesnel & Economic Development Officer
- Regional Food & Innovation Hub Project Manager
- Agriculture industry producers, processors, and organizations

Finding win-win solutions!

Questions



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Photos provided by the:
North Cariboo Agricultural Marketing Association
"Grown for you" Brand Program



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For more information:

- ▶ Email –
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- ▶ CRD Webpage – Business and Development; Community Economic Development

<https://www.cariboord.ca/en/business-and-development/agricultural-development-advisory-committee.aspx>

