Agricultural Development Advisory Committee (ADAC)

North Cariboo

Agricultural Development Advisory Committee - Cariboo Regional District (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 fiveyear lease agreement for the 2,689 square foot space
- ■Initial stages of start up in the spring of 2021

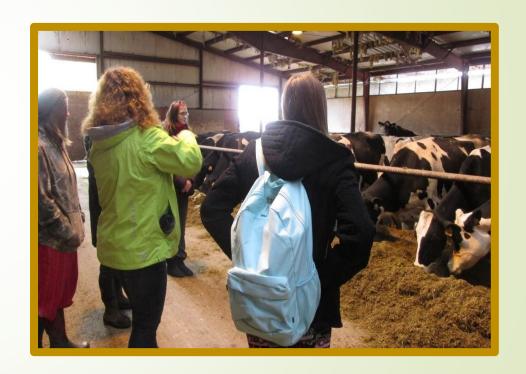
Agriculture Education Program

- 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

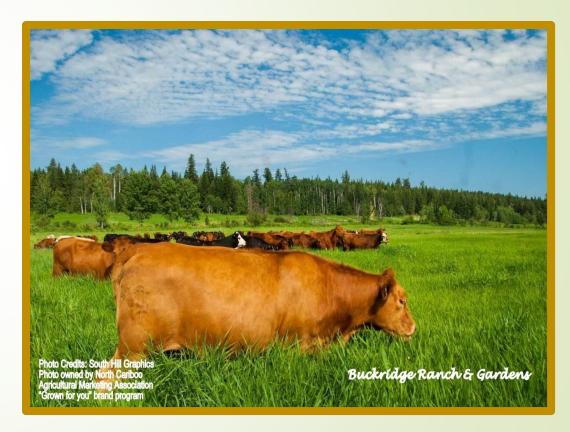
- ■ADAC membership review of member appointments;
- Requesting an increase to the number of potential ADAC members and their representation;
- ■ADAC information letter to North Cariboo First Nations; and
- Conducting an assessment of the ADAC.

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)

- 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



- 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



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

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



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





PHOTO CREDITS: South Hill Graphics

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



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For more information:

- Email northcaribooadac@gmail.com
- CRD Webpage Business and Development; Community Economic Development

https://www.cariboord.ca/en/busin ess-and-development/agriculturaldevelopment-advisorycommittee.aspx

