



**NORTHERN**  
DEVELOPMENT

02/15/2022 PST

## Online Funding Application

### Opportunities 2022: Connecting Producers to Consumers and Increasing Food Security in the North Cariboo

Heloise Dixon-Warren

#### Application Summary

DATE SUBMITTED

02/10/2022 PST

FUNDING PROGRAM

Marketing Initiatives

STATUS

Application Submitted

#### Project Name

Connecting Producers to Consumers and Increasing Food Security in the North Cariboo

#### APPLICANT PROFILE

Applicant Organization (legal name)

North Cariboo Agricultural Marketing Association

Non-Profit Society Registration No. (if applicable)

S0052185

Mailing Address

2861 Nazko Road, Bouchie Lake  
V2J 7E5, Quesnel

Website

www.farmed.ca

Email

farmed2007@gmail.com

Phone Number

2502495329

Society Incorporation Document

2021 FARMED AGM Report.pdf

#### PRIMARY CONTACT INFORMATION

Primary Contact Name

Heloise Dixon-Warren

Position / Title

Vice Chair, FARMED

Email

farmed2007@gmail.com

Phone Number

2502495329

**Mailing Address**

2861 Nazko Road, Bouchie Lake  
V2J 7E5, Quesnel

**PROJECT OVERVIEW****Project Description**

Opportunities 2022 is a collaborative, community led project expanding upon Phases 1 and 2 of the North Cariboo Agriculture Awareness and Marketing Project (2010 - 2014) led by FARMED. It is geared towards the following: i) all producers / farmers / food garden / etc. in the North Cariboo that are promoting / marketing their products and services at the farm gate, farmers markets, farm stands, via social media, and /or in a retail setting, and ii) all organisations that support food security initiatives thereby enhancing the creation of healthy, connected communities and supporting community resilience. With COVID-19 and the more recent noted challenges owing to extreme weather causing road closures, flooding, wildfire and drought, providing avenues for supporting food security, local connectedness, and our local economy is paramount. The project has the following 7 components:

- i) Farm Fresh Product Guide (v3): Hard Copy & Digital;
- ii) Interactive Mapping Web based Tool: connect producers to consumers & address Food Security concerns (include listings of local agriculture businesses (products and services), farm stands, retail outlets supporting local products, and a listing of local agriculture / food security related non-profits); will include the use of Story Maps; there has been discussion about linking this web-based tool with other similar ones across northern BC thereby creating links, connections, and increasing resilience.
- iii) FARMED Kiosk and Highway Billboard Update (Kiosk located in LeBourdais Park (Quesnel) and 2 billboards (located on Highway 97 north and south of Quesnel)); add signage regarding the Interactive Website;
- iv) Promotional and Online Marketing: 360 Deg. Tours and Videography
- v) On-Farm Celebratory Event to Launch the Project at a local farm celebrating its Century Farm status in 2022 (e.g. Ribbon Cutting, Demonstrations, Farmers Market, Local Food, Historical Presentation, etc.);
- vi) Inventory of regionally based businesses and nonprofits supporting the agriculture / local food production / food security sector complete with a listing, by season, of the products grown and services provided; and
- vii) Listing of culturally significant wild foods regionally available with their Indigenous names, uses, harvesting tips, and ecology on which they grow. Note: This will focus on Indigenous knowledge and include collaborating with both the Lhtako Dene Nation and /or the Nazko First Nation and perhaps other First Nation communities.

**Project Rationale**

This project will have a wide ranging impact across the entire North Cariboo sub-region (Electoral Areas A, B, C and I of the CRD and City of Quesnel). It builds on and expands past efforts taken by FARMED and other non-profits and agencies by being the catalyst for connections and linkages to form across the agriculture sector to further aid our local economy in addition to supporting food security initiatives that include both local businesses and non-profits. This project will support the local agriculture sector and enhance our local economy in the following ways:

- 1) be an avenue to connect producers to consumers looking for local farm products and services / experiences; the tourism sector will benefit in terms of on-farm accommodation and restaurants wishing to source local food;
- 2) support our local economy by highlighting what foods are produced, their seasonal availability, and where they can be sourced (farm gate, retail store, farmer's market)
- 3) promote non-profits that have a mandate towards local food production and food security thereby encouraging volunteer-ism which is critical to both our community social and economic fabric;
- 4) provide opportunities to partner with local Indigenous communities to showcase regionally available wild foods that are culturally important to them including information on sustainable harvesting practices, identification, Indigenous, latin and common names, and recipes on their use
- 5) strengthen the social & cultural structure of our communities through increasing connectedness & bringing people to together; this is increasingly important since the pandemic with many people now accessing products and services through the internet;
- 6) strengthen food security and community resilience by connecting non-profits/groups that aid food insecure peoples with those producing the food;
- 7) celebrate our culture through an event that showcases local food, farming, wild foraging / Indigenous foods, the environment, and history
- 8) Project aligns with the Cariboo Regional District's Agricultural Development Advisory Committee, Strategic Plan Framework's Strategic Goal 4, Education, Marketing and Awareness which states: Advance development of consumer and producer education and outreach programs for the agriculture industry, including regional marketing and awareness strategy.

**KEY DELIVERABLES**

Number of farms / ranches / producer listings on the interactive web-based sites at the launch of the project relative to the status one year later;  
Increased interest in regionally available wild plants, their significance, their uses, and the opportunity for these plants to be cultivated;  
The number of agricultural products listed as available and produced in the North Cariboo at the on-set of the project relative to the status one year later.  
Increase in Sales /Revenue experienced by farmers / ranchers over the course of year 1 of the project. It is recognised that the true success of this project may not be realised until year 3 or 5.  
Increase interest in locally produced foods and connections being created whereby there is an increase in local foods being sourced for local restaurants;

#### Project Effectiveness Outcomes

Number of Site Visits and "website hits" through a website tracker (QR / Quick Response code)  
Number of farmers / ranchers listed on the site and this change from year to year  
Increase in Agricultural Products available in the North Cariboo  
Annual Evaluation and Outreach to local farmers and agriculture community on the effectiveness of the web-based mapping tool and how it can be improved.  
This will include surveys, polls, and other forms of outreach and engagement  
Development of a Mentorship Program that will increase knowledge transfer between existing farmers and new entrants  
Annual Project evaluation: number of farmers on the site, new products, new listings, etc.  
Increased membership with FARMED

#### RESOLUTION OF SUPPORT

Identify the local or First Nations government that is providing a resolution of support for this funding application

Cariboo Regional District

#### Supporting Organization Type

Local Government

The resolution of support isn't yet secured, and the scheduled council meeting date is:

02/25/2022 PST

#### MILESTONES

##### Stage of Project

Project start date

Project completion date

##### Scheduled Date

04/01/2022 PST

04/30/2023 PST

#### BUDGET

##### Expense Item

##### Amount

##### Vendor

##### Verification Quotes

Farm Fresh Product Guide -  
Hard Copy

\$4,375

Southill Graphics

1 Southill Graphic Quote.png  
2a - Southill Graphics  
QUOTE.png

|   |           |  |  |
|---|-----------|--|--|
| Interactive Web-based Mapping Tool "Connecting Producers to Consumers" Arc Story maps | \$10,790  | Southill Graphics, Honourarims, ESRI, Matt McLean                        | 1 Southill Graphic Quote.png<br>3 - ESRI_Arc GIS Story Maps.png<br>4 - Matt McLean QUOTE GIS.png |
| Kiosk and Highway Billboard Update  | \$4,003.5 | The Sign Stop, Southill Graphics, Barlow Creek Cattle Company, Agri-Bilt | 5 - The Sign Stop QUOTE 1.pdf<br>6 - The SIGN STOP QUOTE 2.pdf<br>1 Southill Graphic Quote.png   |
| Promotional and Online Marketing  | \$8,787.5 | Adam Schaan, Rick Cunningham, The Sign Stop                              | 7 - Adam Schaan QUOTE Videography.pdf<br>6 - The SIGN STOP QUOTE 2.pdf                           |
| On Farm Celebratory Event   | \$5,400   | Integris Credit Union, Dr. Glenn Icton, Honourariums                     | 9 - Quote_Icton.pdf<br>8 - Integris Quote_06_02_2022.png   |
| Project Promotion, Advertising, Office Expenses                                       | \$1,900   | None Defined   |  |
| Administrative / Zoom Account / Insurance / Travel (km)                               | \$1,650   | Zoom, Integris, etc.   | 10 - Zoom Quote.PNG<br>8 - Integris Quote_06_02_2022.png   |
| Project Coordinator   | \$7,381   | None Defined   |  |

## Additional Budget Documentation

NDIT\_Opportunities 2022 &amp; Beyond Budget\_10\_02\_2022 - Opportunities 2022 Budget.pdf

## FUNDING REQUEST

Amount

\$20,000

## OTHER FUNDING SOURCES

| Funding Source                                   | Amount  | Funding Confirmation                                   |
|--|---------|--|
| North Cariboo Agricultural Marketing Association | \$1,000 | Attached file: FARMED Letter of Confirmation1_NDIT.pdf |
| Community Futures - North Cariboo                | \$5,000 | Expected approval date: 03/16/2022 PST                 |
| Quesnel Community Foundation                     | \$8,000 | Expected approval date: 04/30/2022 PST                 |

Cariboo Regional District - North Cariboo  
Economic Development Function

\$3,000

Expected approval date: 03/08/2022 PST

Integris Credit Union

\$5,000

Expected approval date: 02/28/2022 PST

Advertising on Map and Website / Farm  
Listings

\$1,287

Expected approval date: 06/30/2022 PST

Corporate Sponsorship

\$1,000

Expected approval date: 06/30/2022 PST

**FUNDING TOTALS****Total Project Funding**

\$44,287

**Leverage**

45.15998%

**APPLICATION CONFIRMATION**

- ☒ I have read and understand the Marketing Initiatives Application Guide including the eligible and ineligible costs.
- ☒ I confirm that the information in this application is accurate and complete, and that the project proposal, including plans and budgets, is fairly presented.
- ☒ I agree that once funding is approved, any change to the project proposal will require prior approval of Northern Development Initiative Trust (Northern Development).
- ☒ I also agree to submit reporting materials as required by Northern Development, and where required, financial accounting for evaluation of the activity funded by Northern Development.
- ☒ I understand that the information provided in this application may be accessible under the Freedom of Information (FOI) Act.
- ☒ I agree to publicly acknowledge funding and assistance by Northern Development.
- ☒ I authorize Northern Development to make enquiries, collect and share information with such persons, firms, corporations, federal and provincial government agencies/departments and non-profit organizations, as Northern Development deems necessary for decision, administration, and monitoring purposes for this project.
- ☒ I agree that information provided in this application may be shared with the appropriate regional advisory committee(s), board of directors, Northern Development staff, and consultants.

**Name (organization signing authority)**

Heloise Dixon-Warren

**Position / Title**

Vice Chair, FARMED