



North Cariboo Agricultural Marketing Association
Farming Agriculture Rural Marketing Eco-Diversification
2861 Nazko Road Quesnel, BC V2J 7E5
Phone: 250-249-5329 Fax: 250-249-5359
Website: www.farmed.ca ||
External Email: info@farmmed.ca || Internal
Email: farmmed2007@gmail.com



“Opportunities 2022”

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

March 1, 2022

Submitted to the Cariboo Regional District Northern Caucus
Mary Sjostrom, Area A
Barbara Bachmeier, Area B
John Massier, Area C
Jim Glassford, Area I

Presentation to the Northern Caucus - March 8, 2022

North Cariboo Agricultural Marketing Association dba FARMED is moving forward with a project that is titled **“Opportunities 2022 - Connecting Producers to Consumers and Increasing Food Security across the North Cariboo”**. This project has multiple components that will have positive economic benefits, create more resilient sustainable communities, and increase food security. The project is focused on the following results:

- *An Inventory of regionally based businesses (farms / ranches / community food gardens) involved with agriculture / local food production complete with a listing of the products grown by whom and when and where they are available*
- *A listing of regionally based non-profit organisations involved with agriculture / local food production / food security to promote what their mandates are and how residents can get involved with them.*
- *A listing of culturally significant foods that grow wild and are important to the Indigenous peoples that make the North Cariboo their home. This listing will be developed in partnership with the North Cariboo First Nations knowledge keepers and elders. It will focus on Indigenous, common and latin names, how to identify, uses,*

Traditional Acknowledgement

We are grateful to live, work, play and grow, collect, and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples who have lived in the North Cariboo since time immemorial.

harvesting tips, ecology, and perhaps some recipes.

- *The development of a Web-based Interactive website that will connect producers to consumers & address Food Security concerns. This site will include search options for local agriculture products and services and how to access them and where (e.g. farm stands, retail outlets supporting local products, farmers market, etc.). This site will be interactive, informative and educational. It will be a place to linger and learn. The site will use Arc GIS Story Maps which enables stories to be created through combining text, interactive maps, and other multi-media content. The stories will focus on the North Cariboo and may include stories on the history of agriculture in the North Cariboo, wild foods of importance to the Indigenous peoples, a particular farm or ranch, a product, and /or a market or farm stand tour, etc.*

FARMED is well known for completing projects and having successful results. Since it was established in 2006, the organisation has completed many projects that have had a positive impact on the North Cariboo and beyond (www.farmed.ca) . Most recently, and since 2018, FARMED has been working closely with the Cariboo Regional District by supporting the establishment of the **Agricultural Development Advisory Committee (ADAC)** for Electoral Areas A, B, C and I as can be seen in the attached document titled ADAC North Cariboo Agricultural Development Advisory Committee and can be viewed online via the link below:

(https://www.cariboord.ca/en/business-and-development/resources/Documents/AgriculturalDevelopmentAdvisoryCommittee/ADAC_Relationship_Visual.pdf)

“Opportunities 2022” aligns with the ADAC “Strategic Plan Framework” (dated November 17, 2021) for both **Strategic Goals 4** and **9** as provided below:

Strategic Goal 4: Education, Marketing and Awareness

Advance development of consumer and producer education and outreach programs for the agriculture industry, including a regional marketing and awareness strategy.

Strategic Goal 9: Existing and Diversified Market Growth

Encourage development and growth of the regional agriculture sector through market development, identification of specialty crops and integrated opportunities such as agritourism, agroforestry, and community health and social links.

In reviewing the Cariboo Regional District **“2022 Business Plan for “North Cariboo Economic Development (1026)”**, FARMED believes this project fits with **Goal 1** which reads as follows:

Goal: Continue to encourage partnerships for economic development projects and activities.

Rationale: Maintaining existing and creating new partnerships is an efficient and cost effective way to deliver economic development services.

Traditional Acknowledgement

We are grateful to live, work, play and grow, collect, and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples who have lived in the North Cariboo since time immemorial.

Strategy: As projects and strategies are brought forward, appropriate partners, such as senior governments, municipalities, non-profit groups, and First Nations, will be identified.

<https://pub-crd.escribemeetings.com/filestream.ashx?DocumentId=36757>

“Opportunities 2022” is building on previous successful projects undertaken by FARMED. It is recognised that this is a long term project. While the plans are for the initial project to be completed in 2022/23, there will be a need for on-going, sustainability support to ensure that the goals of the project are achieved. It is anticipated it may take 3-5 years for the project to be successful. Recently, **Integrus Credit Union** has committed to being a **“Sustaining Partner”** by providing support to the project for 3 years. We are hoping the Cariboo Regional District will become a “Sustaining Partner” also.

Applications for Funding have been submitted to the organisations listed below. While the results are pending, we have received a positive response thus far. We have also met with Rotary Club of Quesnel and shared our presentation.

Northern Development Initiative Fund
Community Futures - North Cariboo
Quesnel Community Foundation

At this time, the FARMED Board of Directors is requesting that the Northern Caucus Directors support the “Opportunities 2022 Project” by becoming a “Sustaining Partner” through a contribution of \$3000.00 / year for 3 years beginning the fiscal year 2022/23.

Attachments:

“Opportunities 2022” Presentation (Version 4)
Letters of Support
ADAC Relationship Visual

Traditional Acknowledgement

We are grateful to live, work, play and grow, collect, and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples who have lived in the North Cariboo since time immemorial.

“Opportunities 2022”

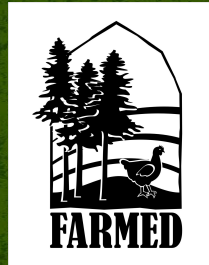
Connecting Producers to Consumers and Increasing
Food Security across the North Cariboo

(Phase 3: North Cariboo Agricultural Awareness & Marketing Project)

Presented by FARMED

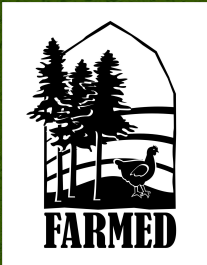
North Cariboo Agricultural Marketing Association

www.FARMED.ca



Traditional Acknowledgement

We live, work, play and grow, collect and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples who have lived in the North Cariboo since time immemorial.



Who / What is FARMED?

Agricultural Marketing Association

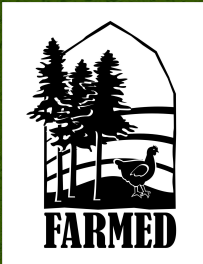
Established 2006 / Registered Non-Profit 2007

Industry Led, Innovative

Members: farmers, ranchers, agri-tourism operators,
non-profit groups, residents



Farming - Agriculture - Rural - Marketing - Eco - Diversification

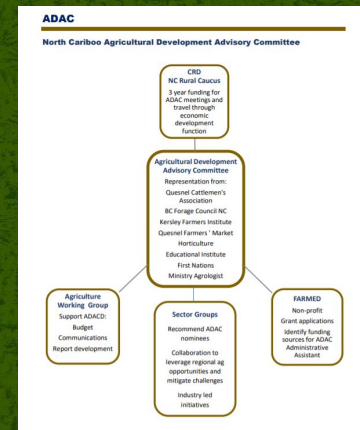


Activities / Accomplishments

Agricultural Development Advisory Committee

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

*North Cariboo Agricultural Awareness & Marketing Project / NCAAMP:
Phases 1 & 2*



Accomplishments

Farm Tour Circle Brochure

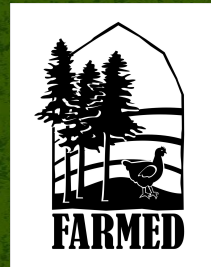
Agri-Tourism Tour, Festivals (*“Art on the Farm”*)

Farm Fresh Product Guide (V1, V2)

Junior Farmer Program

Root Cellar Tour, Conferences, Seminars

Established *“Growing North Cariboo Society”*



Activities / Accomplishments

NCAAMP

North Cariboo - Grown for You Brand

Highway Billboards

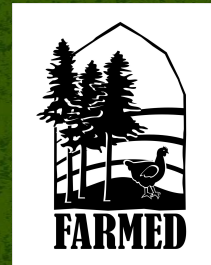
Kiosk (LeBourdais Park)

Mural (Alex Fraser Park)

Lamp Post Banners

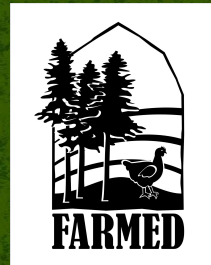
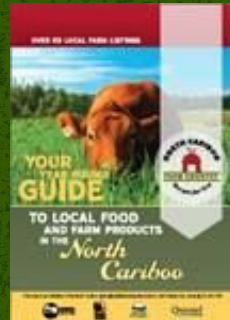
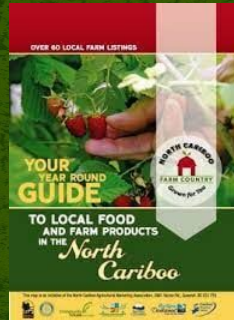
Producer Signage

Farm Fresh Product Map



“Opportunities 2022”: Components

- i) **Farm Fresh Product Guide (v3):** Hard Copy & Digital;
- ii) **Interactive Mapping 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); Story Maps

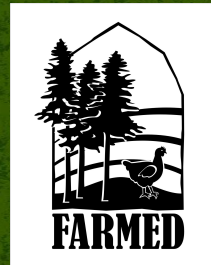


“Opportunities 2022”: Components

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 re: Interactive Website;

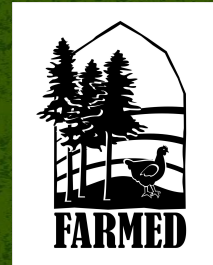
iv) **Promotional and Online Marketing:** 360 Deg. Tours and Videography

360 Deg Tour Example: <https://app.cloudpano.com/tours/JZjKVWvzb>



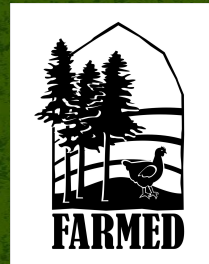
“Opportunities 2022”: Components

- v) **On-Farm Celebratory Event to Launch the Project** (e.g. Ribbon Cutting, Demonstrations, Farmers Market, Local Food, Historial 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



“Opportunities 2022”: Components

vii) Listing of culturally significant wild foods regionally available with their Indigenous names, uses, harvesting tips, and ecology on which they grow.



Letters of Support To date

Canadian Mental Health Association of Northern BC

City of Quesnel

Four Rivers Co-operative

Growing North Cariboo Society

HARVEST / Quesnel Farmers Market

Integrus Credit Union

Kersley Farmers Institute

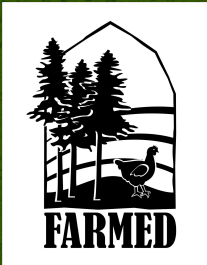
Rotary Club of Quesnel

Lhtako Dene Nation

Nazko First Nation

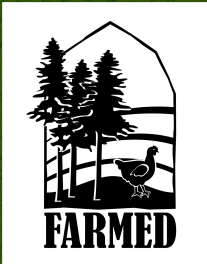
Quesnel and District Chamber of Commerce

Sisters Creek Ranch



Sustaining Partners To Date

Integris Credit Union



Next Steps

Project Proposal - Quesnel Community Foundation

Grant Application - Community Futures North Cariboo

Grant Application - Northern Development Initiative Trust Fund

Cariboo Regional District - Northern Caucus

Reach out to Potential Partners and Sponsors

Hire on a Coordinator / Work with local Contractors

Promote Project / Sell Advertising



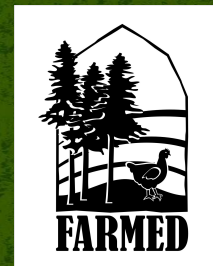
Contact Us

Opportunities 2022 Committee

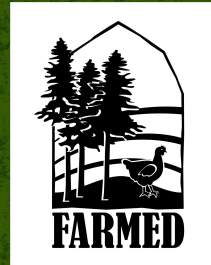
farmed2007@gmail.com

FARMED Board of Directors:

info@farmed.ca



THANK YOU





Four Rivers Co-operative

Box 560
Vanderhoof, British Columbia
Fax (250) 567-4355
Canada

Phone (250) 567-4414
Toll Free 1-877-567-4414V0J 3A0



North Cariboo Agriculture Marketing Association (FARMED)

Mailing: % 2861 Nazko Road

Quesnel, British Columbia

V2J 7E5

Email: info@farmed.ca

January 26, 2022

Project: “Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo”

To Whom it May Concern,

Four Rivers Co-operative is pleased to provide this letter of support to FARMED for any projects related to connecting producers to consumers and thereby increasing food security across the North Cariboo.

Four Rivers Co-op is a locally-owned co-operative serving Quesnel, 100 Mile House, Prince George, McBride, Valemount, Vanderhoof, Fraser Lake, Fort St. James, Burns Lake, Houston, and Terrace. Our trading area extends to Terrace/Prince Rupert in the west, east to Valemount, north past Fort St. James and south to 100 Mile House. We provide agricultural products at our Quesnel Agro Centre, Vanderhoof Home Centre and our Vanderhoof Fertilizer/Crop Supplies that we recently acquired in December 2020. We also a comprehensive cardlock network and fuel delivery units that supply fuels and oils to the membership.

Agricultural focused Co-ops have a long history in the North Cariboo having roots dating back to 1919 with the formation of the Cariboo Farmer’s Co-operative Association and subsequently the North Cariboo Grower’s Co-op. We are a co-operative that is proud to supply and support the agriculture industry throughout our trading area. Many of our members are local ranchers and farmers that live in the North Cariboo.

Four Rivers Co-op believes in collaboration and working together with other organisations to further economic development and support the community as a whole. We look forward to supporting FARMED with the project “Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo”.

Co-operatively,

Allan Bieganski, CPA, CGA
General Manager



Canadian Mental
Health Association
Northern BC
Mental health for all

January 23, 2022

Community Food Coordination Program
Canadian Mental Health Association of Northern BC (CMHA)
339 – B Reid St., Quesnel BC, V2J 3M5

Re: Farming Agriculture Rural Marketing Eco-Diversification (FARMED)
C/O Heloise Dixon-Warren

To Whom It May Concern:

It is with pleasure the Community Food Coordination Program at Canadian Mental Health Association of Northern BC write this Letter of Support for FARMED.

FARMED is a strong local organization that the Community Food Coordination Program has connected with in discussion over food security issues that have been observed in the community of Quesnel, BC and surrounding areas. A true quality, evident in FARMED, is its desire to strengthen community through mutual respect and collaboration. It is clear their vision goes well beyond farmers and production, extending its reach through relationships with various organizations, such as CMHA.

The Community Food Coordination Program values your time and consideration of FARMED and its application to you, a respected funder.

Sincerely,

Corbin Bright – Community Food Coordinator
corbinb@cmhanorthernbc.ca
250-983-6239





2861 Nazko Road, Quesnel, British Columbia, V2J 7E5

Phone: 250.249.5329

Fax: 250.249.5359

Email: GNC@farmed.ca

<https://www.farmed.ca/growing-north-cariboo/>

January 22, 2022

North Cariboo Agricultural Marketing Association
2861 Nazko Road,
Quesnel, BC V2J E5

Re: Support for the Opportunities 2022-Connecting Producers with Consumers Project

Dear Sir/Madam:

On behalf of the Growing North Cariboo Society (GNC), I would like to express our support for the Opportunities 2022-Connecting Producers with Consumers Project to further support food security and resilience across the north Cariboo.

The Growing North Cariboo Society is a non-profit society formed in January 2014 as a sister organization to the North Cariboo Agricultural Marketing Association (dba FARMED). The Growing North Cariboo Society is working to bring people together from different areas, agencies, and sectors across the North Cariboo region to identify barriers to health with a focus on food security. GNC recognizes the benefits of accessing local food in having sustainable, healthy and viable communities, and is working with community stakeholders to build capacity and improve the linkages between rural and urban settings.

It is the feeling of the Growing North Cariboo Society directors and members that this project will increase the availability of local food and enhance food security through the increased awareness and access of local farm products and services through the hard copy and digital version of the Farm Fresh Product Guide. In addition, the development of an Interactive Mapping Tool to provide the listings of local agriculture businesses, farm stands, retail outlets supporting local products, and a listing of local agriculture / food security related non-profits, will increasingly connect residents of the north Cariboo with producers, as well as, tourists supporting local agriculture as they travel through and around the area.

The Growing North Cariboo Society looks forward to providing support to FARMED as the Opportunities 2022 project progresses.

Sincerely,

Lynda Atkinson,
GNC Vice-Chair

Kersley Farmers' Institute

<KersleyFI@gmail.com>

24 January 2022

To Whom It May Concern:

This is a letter of support for the project "Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo", sponsored by North Cariboo Agriculture Marketing Association (FARMED). As a producer association, the Kersley Farmers' Institute (KFI) represents all facets of agriculture within the Cariboo/Chilcotin/Bella Coola regions. We are keenly aware that a significant number of agricultural operations have recently changed hands, and that there are also more new entrants (often younger folks) into the regional agricultural community.

We believe that this initiative proposed by FARMED will directly benefit all direct marketing agricultural operations within the region, especially those that are newly established.

Sincerely,

Rob Borsato, president
Kersley Farmers' Institute

January 25, 2022

North Cariboo Agricultural Marketing Association
2861 Nazko Road
Quesnel, BC
V2J 7E5

Re: Letter of Support

I am writing to you on behalf of Harvest - Cariboo Agricultural Producers Association and Quesnel Farmers Market to express our support to the project of *'Connecting North Cariboo Producers to Consumers and Increasing Food Security Across the North Cariboo'*.

Thank you,

Maggie Ferguson-Dumais
Secretary, Quesnel Farmers Market

PO Box 4031
Quesnel
BC V2J 3J2



NORTH CARIBOO AGRICULTURAL MARKETING ASSOCIATION
2861 Nazko Road
Quesnel
BC V2J 7E5

8th January 2022

Letter of Support: Opportunities 2022

With great interest, our Board reviewed the details of your letter dated 3rd January 2022 outlining project activities focused on connecting producers with consumers and further supporting Food Security across the North Cariboo.

As you may be aware, one of Rotary International's seven Areas of Focus is growing local economies by way of "Community & Economic Development":

We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old. We also strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

We are excited and inspired by your purpose and energy, and, on behalf of Rotary Club of Quesnel, it is my pleasure to provide this letter of support for your proposed activities.

Thank you for providing us with the opportunity. If we may be of any additional service, please do not hesitate to contact me.

Yours in Rotary Service,

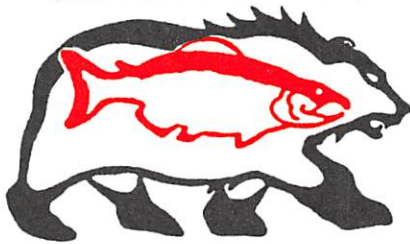
Bev Haluschak

Bev Haluschak
2021-22 Club President

Tel: [REDACTED]
Email: [REDACTED]

LHTAKO DENE NATION

(RED BLUFF INDIAN BAND)



BOX 4069
QUESNEL, BC
V2J 3J2

PHONE: 250-747-2900
FAX: 250-747-1341

January 24, 2022

To Whom It May Concern:

Re: Connecting North Cariboo Producers to Consumers

The letter expresses our Nation's support for the North Cariboo Agricultural Marketing Association's application which aims to provide support and services to local businesses whose mandate is supporting local agriculture, food security and/or creating healthy communities in the area. During the pandemic the challenges and risks faced by these businesses has increased significantly.

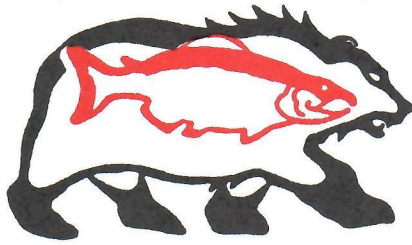
Yours truly
Lhtako Dene Nation

A handwritten signature in blue ink, appearing to read 'Cliff Lebrun', with a long horizontal flourish extending to the right.

Chief Clifford Lebrun

LHTAKO DENE NATION

(RED BLUFF INDIAN BAND)



BOX 4069
QUESNEL, BC
V2J 3J2

PHONE: 250-747-2900
FAX: 250-747-1341

North Cariboo Agriculture Marketing Association (FARMED)

Mailing: % 2861 Nazko Road

Quesnel, British Columbia

V2J 7E5

Email: info@farmed.ca

January 12, 2022

Project: "Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo"

To Whom it May Concern,

The Lhtako Dene Nation, by way of this letter, is pleased to express their support for the project titled above that is focused on connecting producers to consumers and thereby increasing food security across the North Cariboo.

Lhtako Dene Nation is particularly interested in the opportunity this project will provide for collaboration and creating connections across the region with both other indigenous and non-indigenous organisations and individuals. This project will provide an avenue to create awareness on traditional use of culturally significant wild foods that grow within the region. This could include photographs of plants, traditional uses, recipes, and any identification tips. The connection that this project has towards supporting reconciliation has been noted.

Lhtako Dene Nation looks forward to being an active partner and participant with this project. Please contact Bruce at Lhtako Dene Nation for any additional information.

Thank you.

Yours,



Councillor Raymond Aldred



PO Box 4129, Quesnel, British Columbia V2J 3J2
Tel: (250) 992-9085 Fax: (250) 992-7982

North Cariboo Agriculture Marketing Association (FARMED)

Mailing: 2861 Nazko Road

Quesnel, British Columbia

V2J 7E5

Email: info@farmed.ca

January 26th, 2022

Project: “Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo”

To Whom it May Concern,

Dahooja! The **Nazko First Nation** is pleased to provide this letter of support to FARMED for any projects related to increasing food security in the North Cariboo and enhancing connections between those who make their home here; both indigenous and non-indigenous.

As a community that is located over 100 km. from the nearest city centre (Quesnel), the Nazko First Nation understands first hand the importance of addressing food insecurities and creating stronger local economies so as to make our communities more food secure and resilient.

Nazko First Nation is working on several projects which focus on increasing our community's food and the Nation realizes a direct link to this proposed project.

We look forward to supporting FARMED with the project “Connecting North Cariboo Producers to Consumers and increasing Food Security across the North Cariboo”.

Thank you.

Yours,

Florian Bergoin, Natural Resources Manager

Nazko First Nation



To Whom it May Concern,

The Quesnel & District Chamber of Commerce would like to share their support for new opportunities that will enhance the North Cariboo Agriculture Market.

The Chamber of Commerce values local agriculture and appreciates the hard work and efforts to find new opportunities that will enhance the agricultural sector in our area with interactive online maps that will connect producers to consumers, farmed kiosks and billboards that will share updates and online marketing.

Supporting our local growers, supports our local economy and enhances our food security and builds strength and well being in our communities.

Thank-you

A handwritten signature in cursive script, appearing to read "K Somerville".

Kathy Somerville
Manager Quesnel & District Chamber of Commerce



Sisters Creek Ranch

3482 Zschiedrich Road

Quesnel, BC, V2J6M8

250 747 3700

Breeders of Simmental Cattle
and racing Standardbreds.

January 21, 2022

To whom it may concern

Sisters Creek Ranch raises Simmental cattle and standardbred horses south of Quesnel in the Sisters Creek valley east of Kersley, BC.

As a farm operating in the North Cariboo for over 40 years we are constantly looking for opportunities to market our products locally. The Marketing project of the North Cariboo Agricultural Marketing Association fits nicely with the other key initiatives that have been developed over the last few years, including local food stores and the food processing hub for the area situated in Quesnel.

Access to local food and local food processing is so important to the region as we became so aware of at the end of 2021. Provincial initiatives such as Buy BC and We Heart Local stress the importance of building a local food industry with sustainable access. The North Cariboo has many of the resources and growing areas amenable to growing our own food, but currently we are not accessing these resources to the best of our ability, partly because of the lack of infrastructure so that farmers can supply the local population. The NCAMA (Farmed.ca) association continues to work towards developing the connectedness that we need to connect the consumer with the producer.

There are a number of young farmers moving into the area, and along with more established farms, there needs to be projects like this one proposed by FARMED to assist them in their economic success. We, at Sisters Creek, strongly encourage your support and participation in this project which will help to strengthen our community.

Yours sincerely



Lynda Atkinson

Sisters Creek Ranch



March 1, 2022

Cariboo Regional District (North Caucus)
Quesnel, BC

Subject: Support of FARMED for Opportunities 2022 Project

Hello North Cariboo Rural Directors,

I enthusiastically write this letter in support of the grant application submitted by the North Cariboo Agricultural Marketing Association (FARMED) – one of our valued partners in Quesnel, BC.

Since 2006, FARMED has been a leading non-profit in rural economic development, food security and community collaboration here in the North Cariboo. Historically, Integris Credit Union has provided several community investments in support of their mission and mandate. More recently, Integris and FARMED have begun negotiating a multi-year partnership that will provide FARMED with financial certainty over the next three years while further enabling Integris to participate in local economic and business development.

For Integris, the emerging partnership with FARMED is founded in and fuelled by our commitment to be the leading financial cooperative enriching the lives and communities we serve through financial expertise and innovative solutions. FARMED's connectivity to people & place, their collaborative nature (as individuals and as an organisation) and their evolved approach to food security and economic resiliency considering climate change and supply chain challenges make them uniquely suited to receive an Opportunities 2022 grant. We eagerly support their request; so much so that we have made significant commitments of our own.

I'm happy to respond to your questions – my direct line is 250-981-2703.

Cooperatively,

Daniel Wingham
Manager, Partnerships
Integris Credit Union

Corporate Office
1598 - 8th Avenue,
Prince George, BC
V2L 5B5

5th & Central Branch
#101 - 530 Central Street
Prince George, BC
V2M 3B7

Clinton Branch
1507 Highway 97 North,
PO Box 549, Clinton, BC
V0K 1K0

Fort St. James Branch
366 Stuart Drive West,
Fort St. James, BC
V0J 1P0

Fraser Lake Branch
111 Chowsunket Street,
PO Box 609, Fraser Lake, BC
V0J 1S0

Quesnel Branch
253 Reid Street,
Quesnel, BC
V2J 2M1

River Point Branch
#100, 2150 Ferry Avenue,
Prince George, BC
V2N 0B1

Town Centre Branch
1532 - 6th Avenue,
Prince George, BC
V2L 5B5

Vanderhoof Branch
201 West Stewart Street,
Vanderhoof, BC
V0J 3A0

ADAC

North Cariboo Agricultural Development Advisory Committee

