

# **“Opportunities 2022 & Beyond” Project Update**

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

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

Presented by FARMED to the Northern Caucus - Cariboo Regional District

February 14, 2023

North Cariboo Agricultural Marketing Association

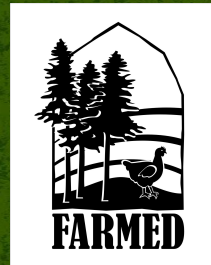
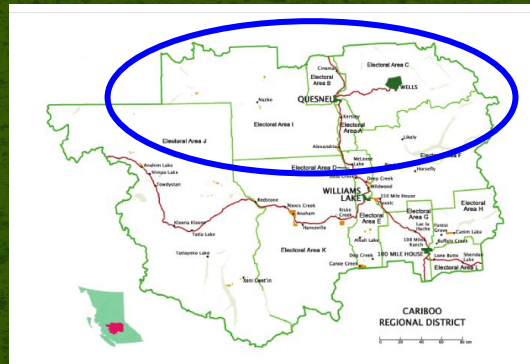
[www.FARMED.ca](http://www.FARMED.ca)





# 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.*

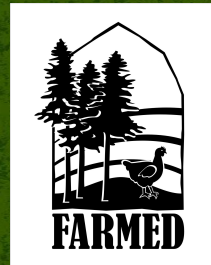




# Background Information

March 8, 2022

- FARMED was a delegation at the Northern Caucus Meeting Shared vision & introduced Opportunities 2022 & Beyond Project via a Presentation;
- Requested Northern Caucus support the Opportunities 2022 Project by becoming a “**Sustaining Partner**” through a financial contribution for 3 years beginning 2022/23

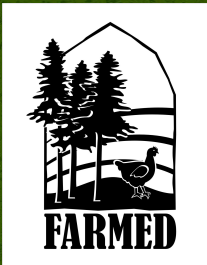




# Background Information

**March 8, 2022**

- Northern Caucus motion that the information presented by FARMED be referred to the Agricultural Development Advisory committee for comments before being referred back to the North Cariboo Rural Caucus, at the April 12, 2022, meeting if possible

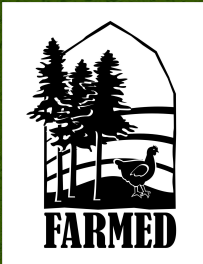




# Background Information

April 26, 2022

- FARMED attended the Cariboo Agricultural Development Advisory Committee as a Delegation
- ADAC recommends support for the “*Opportunities 2022 & Beyond*” Project



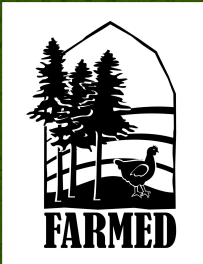


# Background Information

**May 17, 2022**

- Agenda item from March 8, 2022 meeting deferred back to Northern Rural Caucus Meeting;

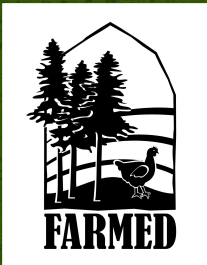
- Motion passed: *“FARMED project be supported with \$3,000.00 to be allocated from the North Cariboo Economic Development Service in 2022, with a possible extension into 2023 following a review of the first year of the project.*





# Impact To Date

- Volunteer Project Working Committee meeting since May, 2021
  - brainstorming, grant writing; meetings open to everyone;
- FARMED Membership: 35 members; increase of 169% from January 1, 2021 to now; anticipate further increases as project proceeds;
- Increase in membership - indicative of value in project & what FARMED is doing



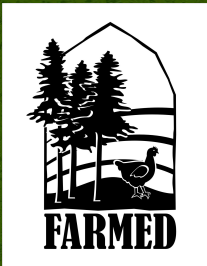


# Challenges

- Changing in Demographics: aging population / farmers retiring
- Impact of Pandemic:

influx of new residents to the North Cariboo; do not know where to go to find information and /or resources;

rising food & fuel costs; labour and workforce shortages,





# Opportunities

- Increased interest in food security, food sovereignty and sustainable communities;
- Extreme Weather (Climate Change): increased importance in supporting local food systems and economies;
- Knowledge transfer between long term Cariboo farmers and new entrants;





# “Opportunities 2022 & Beyond”: Components

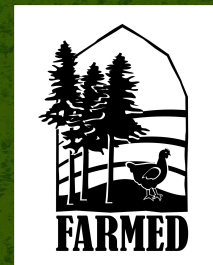
## i) Farm Fresh Product Guide (v4): *Hard Copy & Digital*

30 Producer Listings ; FARMED / non-FARMED members

Designed & Printed LOCALLY

2500 copies printed

Size:  
24” W x 18”H folding down to 9 ”H x 4” W





# “Opportunities 2022 & Beyond”: Components

## i) Farm Fresh Product Guide (v4): *Hard Copy & Digital*





# “Opportunities 2022 & Beyond”: Components

## Changes in Producer Listing from 2014

2014: 69 Producer Listings

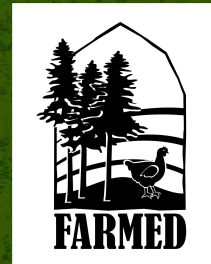
2023: 30 Producer Listings (45% reduction)

# farms contacted (2023 Farm Product Guide / Map): 109

Not Interested in Listing: 8

Not in Business: 15

Unable to Contact: 15



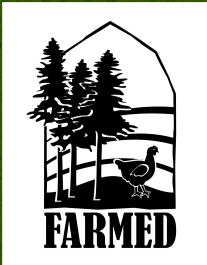


# “Opportunities 2022 & Beyond”: NEXT STEPS

## INTERACTIVE WEBSITE

Components: search tool to connect consumers to producers  
E.g. [“Connecting Consumers and Producers”](#) (RDBN)

Listings available to all producers located in North Cariboo  
(FARMED & non-FARMED members)



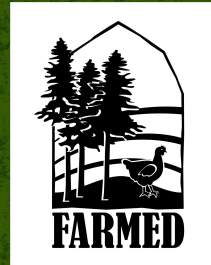
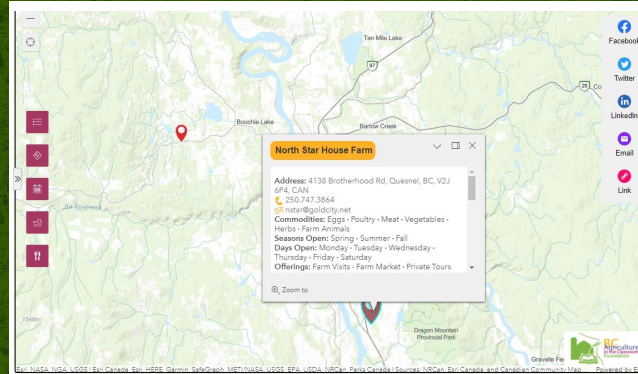


# “Opportunities 2022 & Beyond”: NEXT STEPS

## INTERACTIVE WEBSITE (Components continued)

- Spatial Data (e.g. Map displaying producers, farm stands, farmer markets, etc.)
- Listings: regionally based non-profits involved in agriculture / food security / food sovereignty

e.g. [Farm Explorer BC](#)

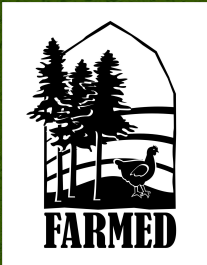




# “Opportunities 2022 & Beyond”: NEXT STEPS

## INTERACTIVE WEBSITE (Components continued)

- Articles: e.g. History of Agriculture; Fire Smarting; Invasive Plants; Farming in Wildlife Habitat; Beekeeping, Birch Tapping, Forage Production, etc.
- Producer Stories & Highlights



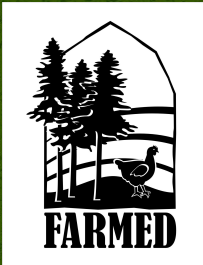


# “Opportunities 2022 & Beyond”: NEXT STEPS

## INTERACTIVE WEBSITE (Components continued)

- Regionally available Indigenous Plants: identification, uses, recipes, sustainable harvesting practices, etc.
- Videography and Photographs

E.g. [Cariboo Chilcotin Coast “Full of Heart”](#)

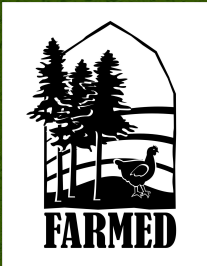




# “Opportunities 2022 & Beyond”: NEXT STEPS

## INTERACTIVE WEBSITE (Components continued)

- Links to Similar Organisations: North and South
- Listings of locally available agriculture business resources
- Mentorship Program, Workshops, and Opportunities
- Advertising / Sponsorship / Sustaining Partners



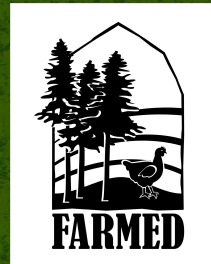


# “Opportunities 2022 & Beyond”: NEXT STEPS

## **FARMED Kiosk Refurbishment / Update**

*(Located in LeBourdais Park, Quesnel)*

Sanding, Painting, Minor Repairs Updated Signage  
To be completed Summer, 2023





# “Opportunities 2022 & Beyond”: NEXT STEPS

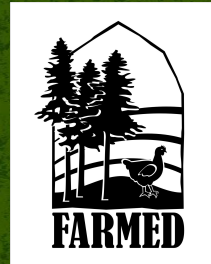
## Highway Billboard (erected 2012)

(located on Highway 97 north and south of Quesnel); \_

Signs are weathered and need a re-fresh

Promote new Interactive Website

*(includes Cariboo Regional District Logo)*

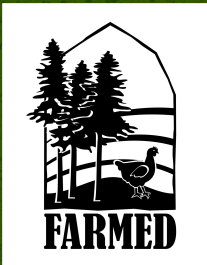




# “Opportunities 2022 & Beyond”: NEXT STEPS

## On-Farm Celebratory Project Launch (Summer, 2023)

Ribbon Cutting, Demonstrations, Farmers Market, Local Food, Historial Presentation, etc.

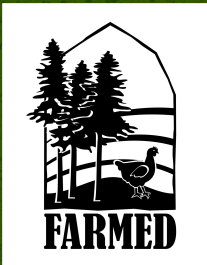




# “Opportunities 2022 & Beyond”: NEXT STEPS

## Food Security / Sovereignty Round Table:

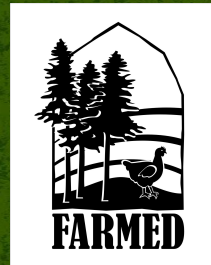
Objective: develop connections and linkages and share knowledge and skill sets across North Central BC (Fraser - Fort George, Central Cariboo, South Cariboo)





# Sponsors / Partners todate

Northern Development Initiative Trust  
Integrus Credit Union (3 Year Sustaining Partner)  
Community Futures - North Cariboo  
Cariboo Regional District (2022/23)





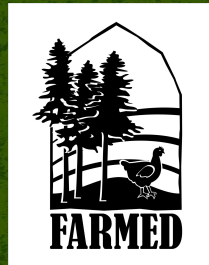
# “Opportunities 2022 & Beyond”: NEXT STEPS

Grant Application - Quesnel Community Foundation

Grant Application - Community Services Recovery Grant

Presentation - Rotary Club of Quesnel (March)

*Request ongoing financial support from the Northern Caucus  
through the North Cariboo Economic Development Taxation  
Function for \$5000.00 / year for a minimum of  
2 more years*

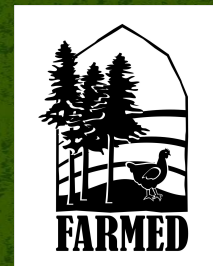




# Contact Us

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# THANK YOU

