

“Opportunities 2022 & Beyond” Project Update

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

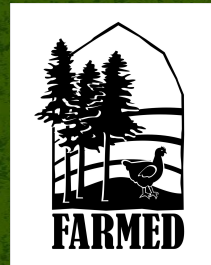
(Phase 3: North Cariboo Agricultural Awareness & Marketing Project)

Presented by FARMED to the Northern Caucus - Cariboo Regional District

February 14, 2023

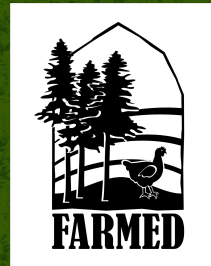
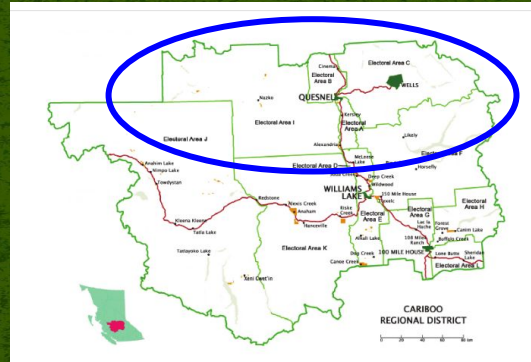
North Cariboo Agricultural Marketing Association

www.FARMED.ca



Traditional Acknowledgement

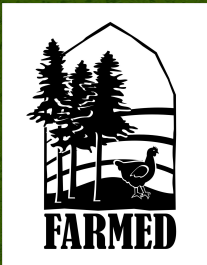
We live, work, play and grow, collect and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples who have lived in the North Cariboo since time immemorial.



Background Information

March 8, 2022

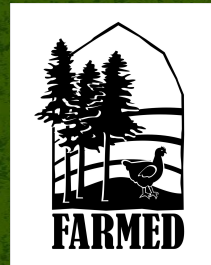
- FARMED was a delegation at the Northern Caucus Meeting Shared vision & introduced Opportunities 2022 & Beyond Project via a Presentation;
- Requested Northern Caucus support the Opportunities 2022 Project by becoming a “**Sustaining Partner**” through a financial contribution for 3 years beginning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

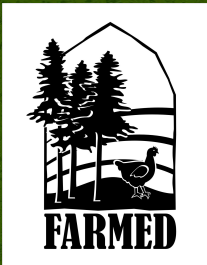


Background Information

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

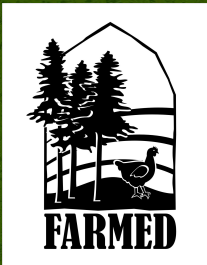


Challenges

- 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

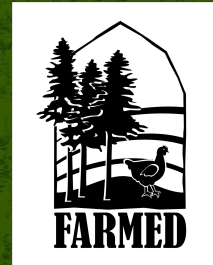
i) Farm Fresh Product Guide (v4): *Hard Copy & Digital*

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*



Cariboo Regional District

Visit our website to learn more about:

- CRD Agricultural Area Plan
- Invasive Plant Management
- Land Use Planning & Development

cariboo rd.ca @CaribooRD 1-800-465-1636



This guide is available in both hard copy and digital formats. For more information, contact: 250-873-3333 or visit our website: www.cariboo.ca



North Cariboo Regional District

North Cariboo Society

Planting with intention and purpose on the food farm

Quesnel Farmers' Market

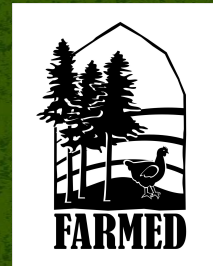
Pam Devereux

William Lacy

North Cariboo Farm Products Map

Legend

Map Labels: Quesnel North Ten Mile Barkerville Hwy., Fraser River, Bouchie Lake Blackwater Nazko, QUESNEL, Quesnel South West Fraser Rd., MARGUERITE, ALEXANDRIA, McLeese Marguerite Alexandria Kersey, HELLIS LAKE, CHINA CREEK, BARKERVILLE, WELLS, COTTENWOOD, HANGERVILLE, NAZKO, MARIELAKE, BOUCHIE LAKE, QUENET LAKE, QUENET RIVER, QUENET CREEK, QUENET FALLS, QUENET DAM, QUENET RESERVOIR, QUENET LAKE, QUENET CREEK, QUENET RIVER, QUENET FALLS, QUENET DAM, QUENET RESERVOIR.



“Opportunities 2022 & Beyond”: Components

Changes in Producer Listing from 2014

2014: 69 Producer Listings

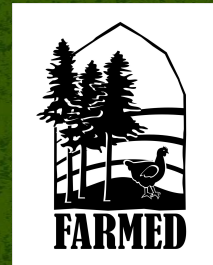
2023: 30 Producer Listings (45% reduction)

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

Not Interested in Listing: 8

Not in Business: 15

Unable to Contact: 15

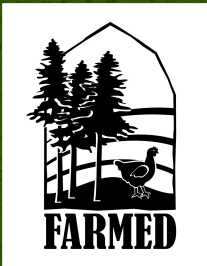


“Opportunities 2022 & Beyond”: NEXT STEPS

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)

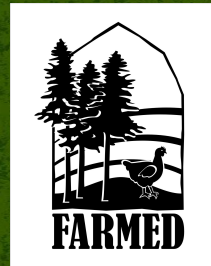
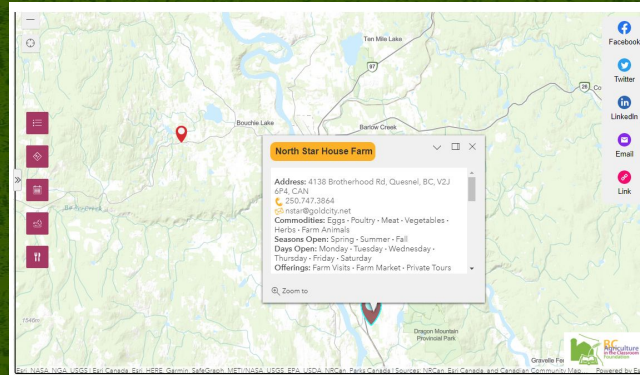


“Opportunities 2022 & Beyond”: NEXT STEPS

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



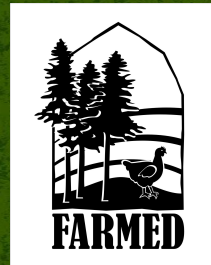
“Opportunities 2022 & Beyond”: NEXT STEPS

INTERACTIVE WEBSITE (Components continued)

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

- Videography and Photographs

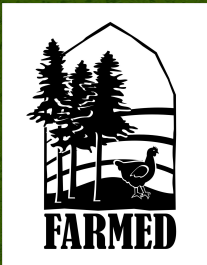
E.g. [Cariboo Chilcotin Coast “Full of Heart”](#)



“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

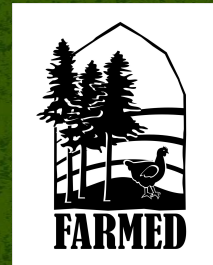


“Opportunities 2022 & Beyond”: NEXT STEPS

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

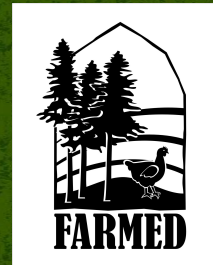
Highway Billboard (erected 2012)

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

Signs are weathered and need a re-fresh

Promote new Interactive Website

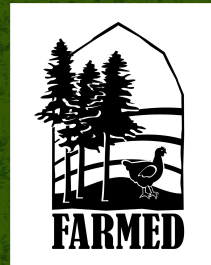
(includes Cariboo Regional District Logo)



“Opportunities 2022 & Beyond”: NEXT STEPS

On-Farm Celebratory Project Launch (Summer, 2023)

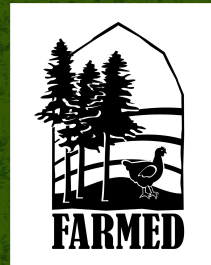
Ribbon Cutting, Demonstrations, Farmers Market, Local Food, Historial Presentation, etc.



“Opportunities 2022 & Beyond”: NEXT STEPS

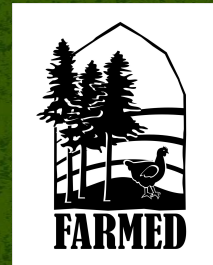
Food Security / Sovereignty Round Table:

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



Sponsors / Partners todote

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



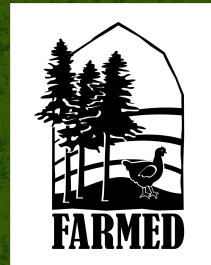
“Opportunities 2022 & Beyond”: NEXT STEPS

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*



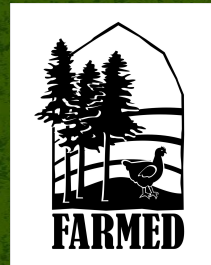
Contact Us

Opportunities 2022 Committee

farmed2007@gmail.com

FARMED Board of Directors:

info@farmed.ca



THANK YOU

