

“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 13, 2024

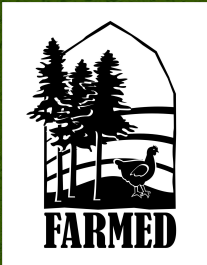
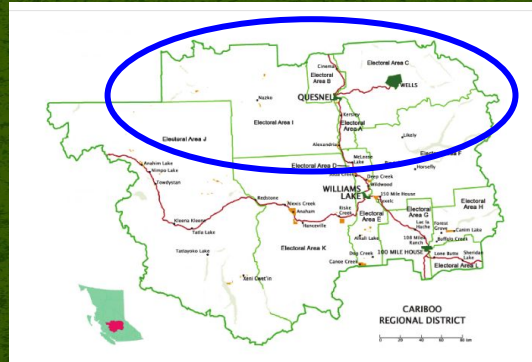
North Cariboo Agricultural Marketing Association

www.FARMED.ca



Territorial Acknowledgement

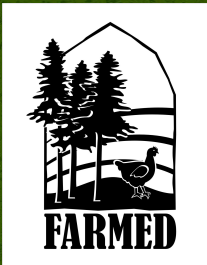
We are grateful to live, work, and grow, collect and process our food on the traditional territories of the Dakelh, Secwepemc and Tsilhqot'in peoples.



Background Information

May 17, 2022

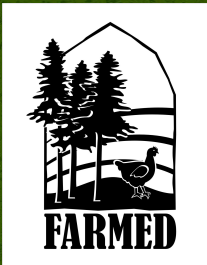
- Motion passed: *“FARMED project be supported with \$3,000.00 to be allocated from the North Cariboo Economic Development Service in 2022, with a possible extension into 2023 following a review of the first year of the project.*



Background Information

March 14, 2023

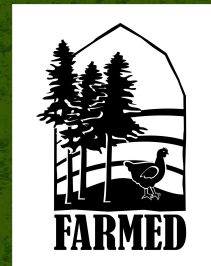
- Motion passed: “.... Further that \$3,000 per year for two years be provided to the group from the North Cariboo Economic Development budget, subject to receipt of an annual report from the group including a summary of its key activities as well as revenue and expenses”.



Background Information

February 13, 2024

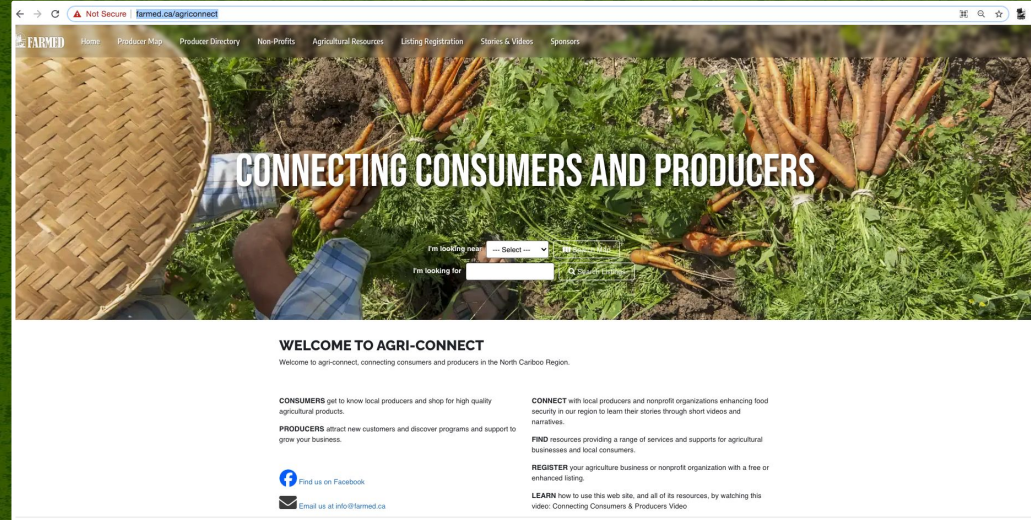
- *Meeting 2023 request for an annual report from FARMED including a summary of its key activities as well as revenue and expenses;*
- *Update includes an overview of the past 12 months, impact of project to date, and plans looking forward*



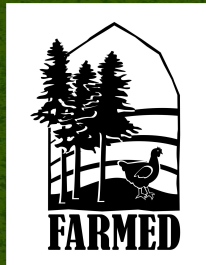
Activities

June, 2023: AgriConnect was launched!
www.farmed.ca/agricconnect

Site includes:
Producer Map
Producer Directory
Non-Profits
Agricultural Resources
List Registrations
Stories and Videos
Sponsors



[AgriConnect Demo \(U-Tube Video\)](#)

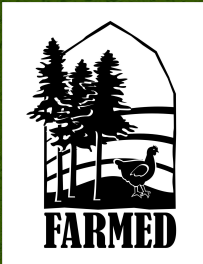


Activities

August, 2023: Celebratory Launch



Quesnel Farmers Market



Root Cellar / Market Garden & Wildfire Tour

Knowledge Transfer & Technology Grant
Ministry of Agriculture

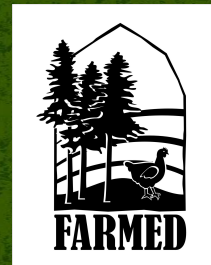
September / October, 2023



Sisters Creek Simmentals,
Kersley, BC



Fuel Management Trails,
Quesnel, BC with BC
Wildfire Service



Highway Billboard Sign Replacement

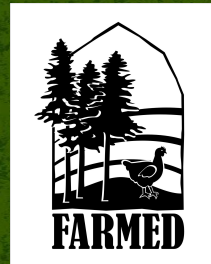
December, 2023

x2 12' x 16' Billboard
Signage

Highway 97 - North and
South of Quesnel

10 YEAR INVESTMENT

Local Photography!



Workshops

Knowledge Transfer & Technology Grant
Ministry of Agriculture

January - March, 2024

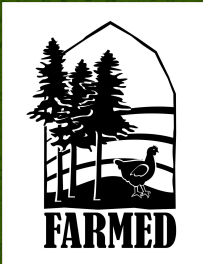


#1: Emergency Preparedness & Safety for
Farms and Rural Property Owners

#2: Vending at a BC Farmers Market
(cancelled)

#3: Food Preservation: Adding Value &
Eliminating Waste

#4: Farm to Consumer: Rules for
Compliant Production



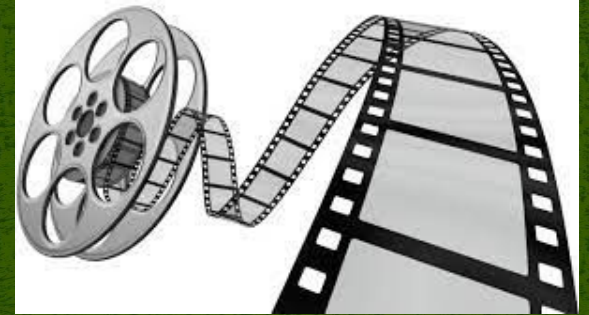
Videography

March - April, 2024

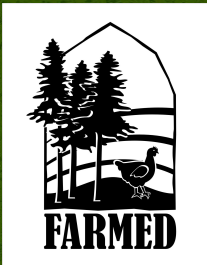
2 Films produced by local filmmaker - Shattered Lens
Videography

Focused on FARMED, membership and its benefits

1 Film forthcoming with an Indigenous Focus (Traditional
Foods, Foraging, Recipes, etc.



<https://www.farmed.ca/agconnect/stories-and-videos>



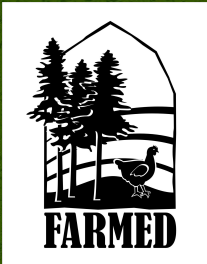
Kiosk Replacement

April - June, 2024

Replacing Kiosk with “Agriculture Awareness Signage” (8’ x 4’)

Multiple Locations (2 to start: Quesnel (Alex Fraser Park), Bouchie Lake)

Includes a Map, Product Information, QR Code, and links to AgriConnect



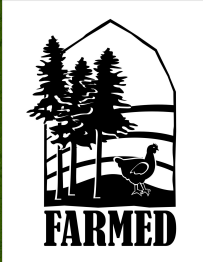
Lamp Post Banners

April - June, 2024

Replacement of 13 x 2 (26) Lamp Post Banners

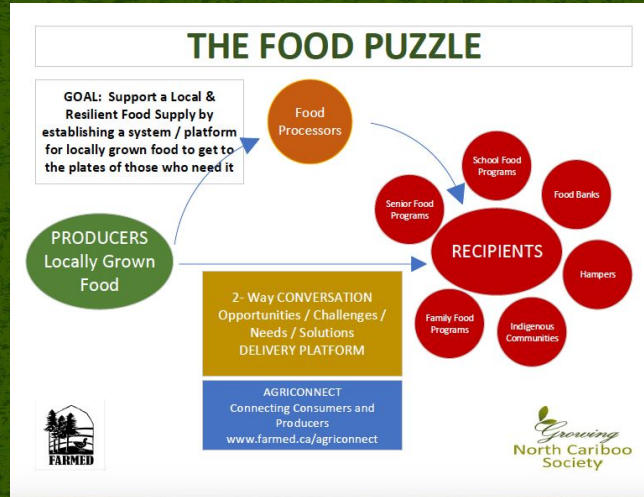
Promote AgriConnect

10 Year Investment



The North Cariboo Food Puzzle

April - December, 2024

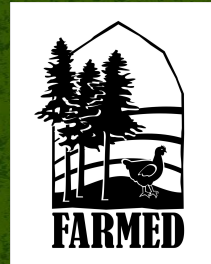


\$10,000 Imagine Grant (Northern Health)

Collaborative Project involving many Stakeholders

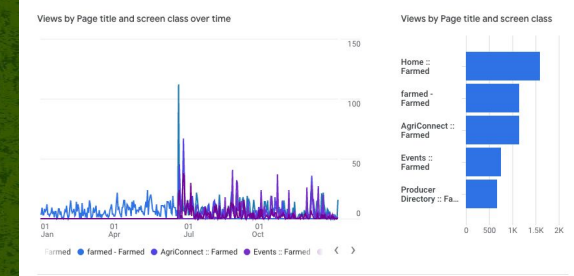
Design Thinking Workshop - April 13 & 20th

Action Plan / Recommendations

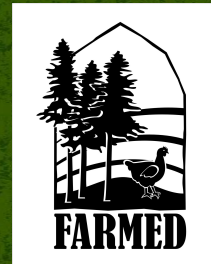


Impact To Date

- Volunteer Project Working Committee meets every two weeks;
- FARMED Membership: 50 members; increased by another 15 since February, 2023;
- Knowledge Transfer
- Increased Traffic to www.farmed.ca



Google Analytics
www.farmed.ca

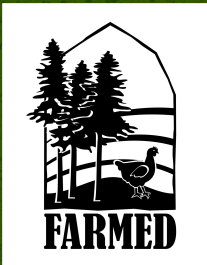


Looking Forward

- Enhance partnership to expand reach of Agri-Connect = Increased Economic Benefit = Sustainability / Long Term Viability

(e.g. Quesnel Visitor Info. Centre; CCCTA / Cariboo Chilcotin Coast Tourism Association);

- Expand Sponsorship Programme on Agri-Connect
- Expand Agri-Connect as a Regional Resource (eg Mentorship Programme; Knowledge Transfer; Cross Promotion of Agricultural / Food Processing Resources, etc.



Sustaining Partners / Funders to date

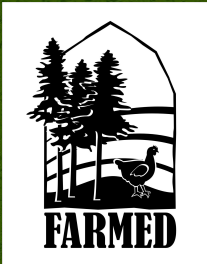
Northern Development Initiative Trust (2023)

Integrus Credit Union (2022, 2023, 2024)

Community Futures - North Cariboo (2023-2024)

Cariboo Regional District (2022/2023/2024)

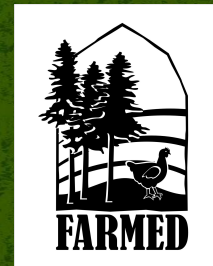
Quesnel Community Foundation (2023)



Looking Forward

FARMED is grateful for the support of \$3,000 / year for the last 2 years and the additional \$3,000 for this coming year (2024-25)

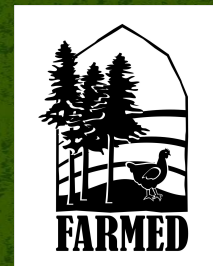
FARMED requests that the Cariboo Regional District through the North Cariboo Economic Development Taxation Function enter into a multi-year Contribution Agreement of \$5000.00 / year commencing fiscal year 2024-25 for 5 Years.



Contact Us

Opportunities 2022 Committee
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info@farmed.ca



THANK YOU

