



North Cariboo Agricultural Marketing Association Farming Agriculture Rural Marketing Eco-Diversification



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February 9, 2024

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

Presentation to the Northern Caucus - February 13, 2024

The North Cariboo Agricultural Marketing Association dba FARMED is pleased to be able to attend the February 13, 2024 Northern Caucus Meeting to provide an update to the project titled ***“Opportunities 2022 & Beyond”***.

The financial support offered in 2022 and 2023 is greatly appreciated and valued by FARMED and the Opportunities 2022 & Beyond committee. As a volunteer group, we have made good progress with the project; the benefits of which will be realised across the North Cariboo and beyond. As FARMED moves forward with fully implementing all of the project components summarised by our delegation in March 2022 we are pleased to be here to provide an update.

Our hope is that the Northern Caucus Directors continue to support the “Opportunities 2022 Project & Beyond” as moved and passed in the March 14, 2023 Motion:
“... 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”.

Looking forward, 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. Continuous funding provides some stability to the project as it gains momentum, in addition to FARMED being able to leverage additional funds with this contribution.

Included in this report is a project overview and update along with the Opportunities 2022 & Beyond budget as a separate document.

Thank you

**Heloise Dixon-Warren, FARMED Chair,
Lynda Atkinson, FARMED Vice Chair
Lori Fogarty, FARMED Secretary-Treasurer
Paula Guilbeault-Roballo, FARMED Director**

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.



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Opportunities 2022 & Beyond Project Report February 13, 2024

Project Overview

The Opportunities 2022 & Beyond project focuses on **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:

Production of the North Cariboo Farm Products Guide & Map (Version 4)

- 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.

Development of an Interactive Mapping Web-based Tool

- 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. The site will enable stories to be created through combining text, interactive maps, and other multi-media content such as videography. The stories will focus on the North Cariboo and may include the following and more:
 - History of Agriculture in the North Cariboo;
 - Fire Smarting on your Farm
 - Edible Indigenous Plants of the North Cariboo
 - Invasive Plants to look for on your Farm
 - A particular farm or ranch, a product,
 - A market or farm stand tour
- 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, harvesting tips, ecology, and perhaps some recipes.

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Round Table

An event that brings together agencies, organisations, and individuals from across North Central BC to discuss local and regional food security initiatives with the aim to become more connected so we can support rather than duplicate the efforts of one another.

Celebratory Launch

An on-farm celebratory event to launch the project including ribbon cutting, demonstrations, farmers market, local food, or a historical presentation, as examples.

Project Update

Project Coordination

In April 2023, Q'est Management Consulting was hired to assist with Project Coordination. They have been working with the FARMED Opportunities 2022 & Beyond committee members and the FARMED Board of Directors to work on the project.

2023 Grants

In May, FARMED obtained a grant from the Ministry of Agriculture 'Knowledge and Technology Transfer' to implement educational workshops on the following topics:

- Root Cellar and Market Garden Tour
- Wildfire Resilience Tour
- Emergency Preparedness and Safety for Farms and Rural Property Owners Workshop
- Food Preservation: Adding Value & Eliminating Waste
- Farm to Consumer: Rules for Compliant Production

In May, FARMED was also successful in obtaining a grant from the Quesnel Community Foundation for the upgrading of the Highway 97 North & South Billboards and LeBourdais Park Kiosk.

In December, FARMED was informed of the approval of a grant from the Northern Health Imagine Grant Program to facilitate the **North Cariboo Food Puzzle - solving how local food can reach the plates of those who need it**. The focus of the project is to facilitate collaboration with regionally based organizations focused on food security with the intent to by include locally produced food and value-added products in the program operations of secondary organizations by developing strong, sustainable partnerships to deliver to wider and more diverse recipient audiences.

North Cariboo Farm Products Guide

Committee members worked with the graphic designer from South Hill Graphics and Big Country Printers to complete the design and printing of 2500 copies of the North Cariboo Farm

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Products Guide. The guide is being distributed through various retailers and agencies and at the FARMED booth set up every month through the summer of 2023 at the Quesnel Farmers' Market.

AgriConnect – Connecting Consumers and Producers

In June 2023 the [AgriConnect](#) – **Connecting Consumers and Producers** Website was launched to provide an interactive map and listing of many north Cariboo producer products and services. Also included on the site are listings of agricultural-related resources, non-profit organizations involved in agriculture and food security, stories and videos, sponsor listing and contacts.

Businesses and agencies are able to register and edit their listings on the website as well as purchase sponsorship packages, which include advertising on the site.

Progress has been made in making contact with north Cariboo Indigenous groups, with several visits and meetings throughout the year. Plans are being made to produce an Indigenous based videography this spring and work towards developing a listing of culturally significant wild foods regionally available with their Indigenous names, uses, harvesting tips, and ecology on which they grow for the AgriConnect website.

Videography and Marketing

Two videos related to agricultural operations and marketing opportunities in the north Cariboo have been produced locally by Shattered Lens Productions and will be ready for release soon. Opportunities 2022 & Beyond Committee members and coordinators set up a booth at the Quesnel Farmers' Market and other events throughout 2023 to share information and resources about the project. These were so successful this venue was also used for the Celebratory Launch.

With the funds saved on the Celebratory Launch another marketing tool will be included in this project; the production of new Street Pole Banners, which are currently in the process of being designed locally by Hello Promotions.

Round Table

Several meetings have been held with groups within and outside the north Cariboo, who are involved with food security support. In April, FARMED will work with Pam Nelson in hosting a **Design Thinking Workshop**, which will be one of the first steps in terms of bringing groups together to discuss local and regional food security initiatives with the aim to become more connected so we can support rather than duplicate the efforts of one another.

Highway Billboards and Agriculture Awareness Signs

The Highway 97 billboards located north and south of Quesnel were designed by South Hill Graphics and installed by Sign Stop in November 2023.

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Welcome to

NORTH CARIBOO

FARM COUNTRY

Grown for You

www.farmed.ca

INTEGRIS FARMED Agribilt Equipment Quesnel Community Foundation Cariboo Regional District

Connecting Consumers and Producers



www.farmed.ca/agricconnect



The committee is in the process of working with South Hill Graphics to create the design of the Agriculture Awareness Signs*, which will be installed before the end of March 2024 in 2 locations:

- Alex Fraser Park
- Bouchie Lake Country Store

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These signs will include a map of the north Cariboo with icons representing the main agricultural products and services provided in the region along with information on the history of agriculture and the current agriculture industry along with sponsor logos.

There will be opportunities for businesses and organizations to sponsor additional Agriculture Awareness signs through the AgriConnect Sponsorship Program.

* The original grant proposal included replacing the FARMED Agriculture Kiosk signs in LeBourdais Park. However, the City of Quesnel decided to use the kiosk for the BC Winter Games signs and then the Trails and Campground signs. After consultation and research, FARMED decided to create Agriculture Awareness signs to be located throughout the north Cariboo.

Summary

The Opportunities 2022 & Beyond committee members appreciate and value the support provided by the North Cariboo Rural Caucus over the last 2 years. Although there have been some challenges moving the project forward within the original timeline, the committee is pleased to see a large part of the project is now completed.

The committee members are hopeful the North Cariboo Rural Caucus will continue to recognize the importance of the project and work being done by continuing to be a financial partner. Future funding will help to support a promotional strategy to increase the awareness and participation in the AgriConnect: *Connecting Consumers and Producers* website, increase economic benefit, providing sustainability and long-term viability, expand Agri-Connect as a regional resource, e.g., mentorship programme, knowledge transfer, cross promotion of agricultural activities, services, events, food processing resources, etc., as well as expand the sponsorship programme on Agri-Connect.

NOTE:

Project statistics and Google Analytics reports are available on the following pages;

The Opportunities 2022 & Beyond budget is reported in a separate document.

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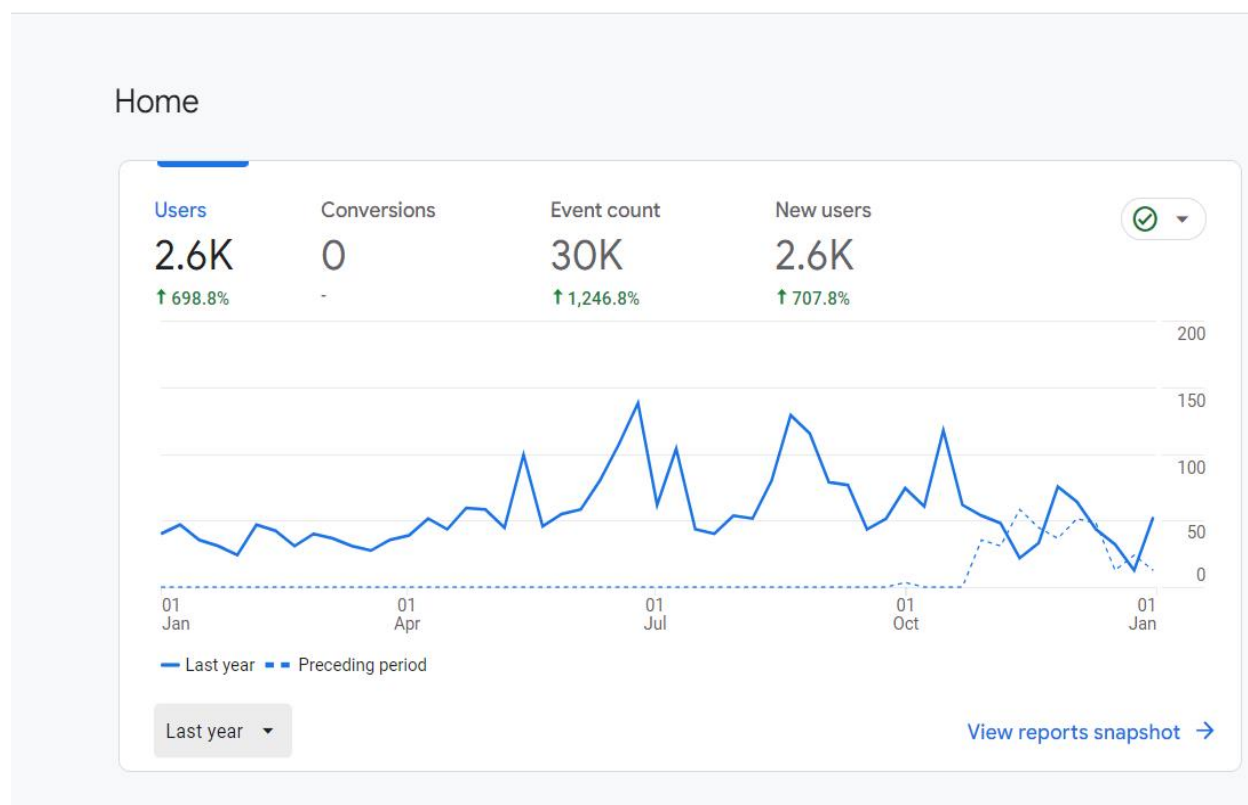
Statistics

- Number of farmers/ranchers, new products and listings on the site: The number of farm listings in the Farm Product Guide is 30 (registrations in Dec 2022). The number of farm listings on the interactive website is currently at 53 - a 76% increase.
- Increased membership with FARMED: When this project started in early June 2022, FARMED had 18 members, 8 of which were producers and 10 were agriculture related or associate members. FARMED currently has 46 members, 27 of which are producers and 19 are agriculture related or associate members. This represents a 156% increase in membership and a 240% increase in the number of producer members of FARMED.

Google Analytics Reports

... The dotted line represents the 2022 year in which the project started its rollout in November.

___ The solid line represents 2023 – note the AgriConnect website was launched in late June.



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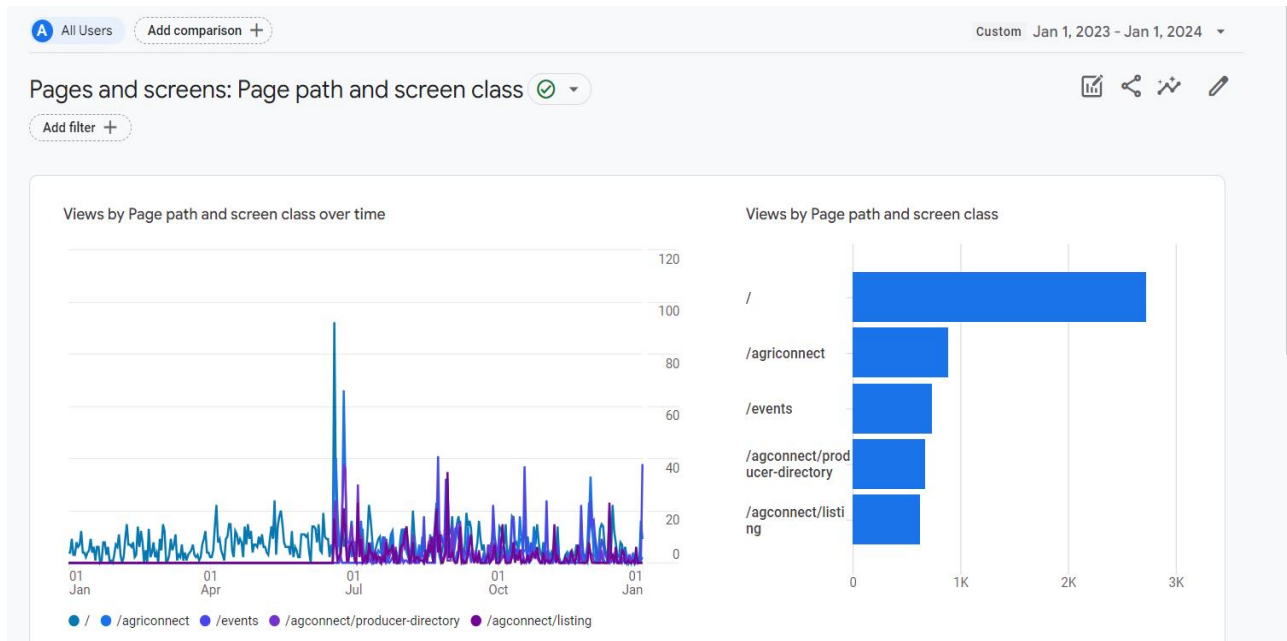


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AgriConnect Website goes live – June 18, 2023



Number of site visits and "website hits" through a website tracker:

Comparing the number of views, users and time spent on the website between January 1-June 18, 2023 (pre-launch of AgriConnect) there were 2477 views, 964 users & 1minute 08seconds in time spent. For the period June 19 – December 31, 2023 (AgriConnect went live the last week in June) there were 7582 views, 1613 users & 2minutes 14seconds time spent.

This represents 206% increase in views, 67% increase in users and a 98% increase in time spent on the site.

See charts on the next page.

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January 1 – June 18, 2023

Pages and screens: Page path and screen class 👍 ⊕						
Custom Jan 1 - Jun 18, 2023 📊 🔗 📈						
Search...						
Rows per page: 10 Go to: 1 < 1-10 of 51 >						
Page path and screen class ⌵ ⊕	↓ Views	Users	Views per user	Average engagement time	Event count All events ⌵	Conversions All events ⌵
	2,477 100% of total	964 100% of total	2.57 Avg 0%	1m 08s Avg 0%	7,645 100% of total	0.00
1 /	1,143	684	1.67	28s	3,740	0.00
2 /farms-and-ranches/	255	145	1.76	1m 47s	817	0.00
3 /farmed-membership/	151	77	1.96	1m 02s	401	0.00
4 /about-farmed/	147	98	1.50	56s	406	0.00
5 /ncama-accomplishments-activities/	123	76	1.62	1m 00s	311	0.00
6 /contact-farmed/	85	66	1.29	22s	224	0.00
7 /members-savings-program/	80	47	1.70	27s	227	0.00
8 /agriculture-related/	76	45	1.69	50s	204	0.00
9 /farmed-ag-working-group/	72	46	1.57	53s	200	0.00
10 /events/	52	34	1.53	31s	127	0.00

June 19-December 31, 2023

Pages and screens: Page path and screen class 👍 ⊕						
Custom Jun 19 - Dec 31, 2023 📊 🔗 📈						
Search...						
Rows per page: 10 Go to: 1 < 1-10 of 97 >						
Page path and screen class ⌵ ⊕	↓ Views	Users	Views per user	Average engagement time	Event count All events ⌵	Conversions All events ⌵
	7,582 100% of total	1,613 100% of total	4.70 Avg 0%	2m 14s Avg 0%	22,322 100% of total	0.00
1 /	1,570	715	2.20	29s	5,081	0.00
2 /agricconnect	884	400	2.21	37s	2,604	0.00
3 /events	700	327	2.14	1m 25s	1,876	0.00
4 /agconnect/producer-directory	675	222	3.04	2m 05s	2,101	0.00
5 /agconnect/listing	625	183	3.42	1m 18s	1,842	0.00
6 /index.php/	293	106	2.76	55s	734	0.00
7 /agconnect/edit-listing	237	33	7.18	8m 01s	635	0.00
8 /agconnect/stories-and-videos	235	74	3.18	2m 23s	648	0.00
9 /agconnect/producer-map	215	120	1.79	1m 32s	611	0.00
10 /membership/member-directory	202	65	3.11	3m 00s	592	0.00

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