



# Farmers' Markets Incubator Initiative

**BCAFM CONFERENCE:**  
@ Kimberley, BC Mar 8 to 10, 2019

# Our Panel Guests

Lindsay Bisschop	Ministry of Agriculture
Kevin Dorrius	Community Futures Revelstoke
Sean Campbell	Community Futures East Kootenay
Stuart Anderson	Community Futures North Okanagan
Tracey Frederickson	Basin Business Advisor Program
Sophie Larsen	Farm Kitchen/Community Connections

# What is a Business Incubator?

A place, a program or initiative which offers wrap around support for business startups or to grow businesses:

KNOWLEDGE

NETWORKING

FUNDING & FINANCING

EQUIPMENT & INFRASTRUCTURE



# Where do FARMERS' MARKETS fit in?

A place, where farm + food entrepreneurs + artisans alike...

Explore + Test Ideas...with REAL customers

Launch & Experiment

Grow & Expand

Storefront, Face of the Farm + Food Business

Powerful Customer Touch Point

Gateway to Multiple Sales Channels to Scale Up + Out



# How can FARMERS' MARKETS leverage this?

Build New Relationships: Business + Economic Development Stakeholders

New Farmers' Market Infrastructure & Equipment Investment

New In Market Programs & Activities



# BIG GOALS:

CONNECT VENDORS to existing, local business supports?

PLUG in FARMERS' MARKETS into the Entrepreneur + Economic Development Eco-System?

DRIVE MORE ENGAGEMENT between business support service providers, existing resources and local farmers' markets + vendors?

## SHARED GOAL:

To strengthen local vendor businesses and the farmers' markets and communities where they sell



# A SAMPLER: Business Supports + Resources

Ministry of Agriculture

Community Futures  
East Kootenay  
Revelstoke  
North Okanagan

Basin Business Advisors

Farm Kitchen



# Ministry of Agriculture





# **Overview of Ministry of Agriculture Business & Market Development Programs**

*Presentation at Farmers Market Association Conference*

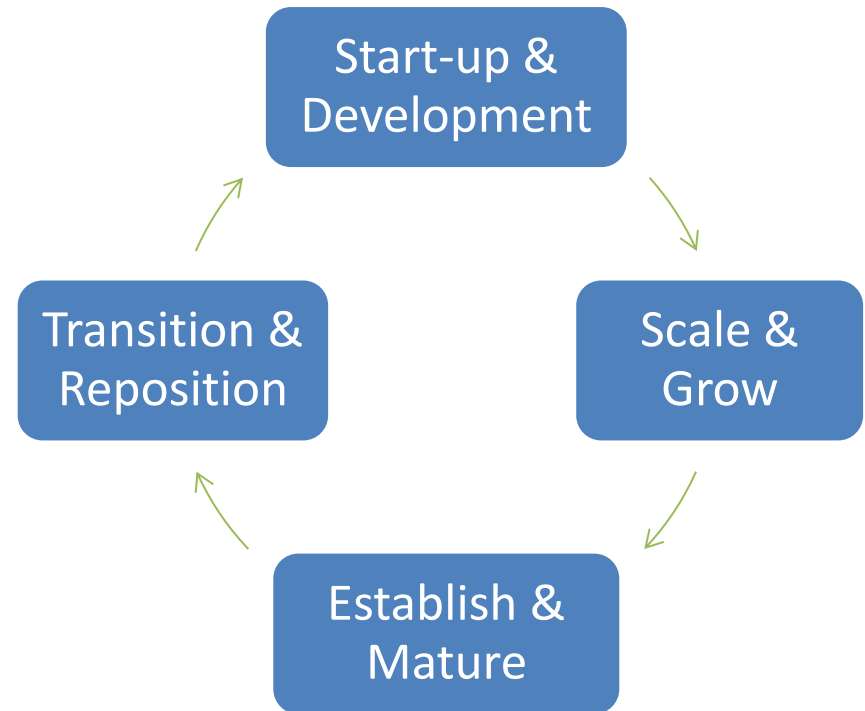
March 9, 2019





# Training & Workshops

- Business Planning
  - Farm Business Bootcamp
  - Financial Planning
  - Succession Planning
  - Land Leasing/Linking
- Value add:
  - 1 Day Workshops on Growing your Food Processing Business
  - 2 Day Agrifoods Business Planning Workshops



# Farm Business Resources

- New Farm Start-Up Guide
- Growing Your Farm Enterprise
- Taking Stock Self-Assessment
- Enterprise Budgets
- Farm Family Business Succession Planning Checklist
- BC Farmland Lease Workbook
- Farm Diversification Through Agri-Tourism Guidebook
- Marketing How-To-Guides

These resources can be found at:

<https://www2.gov.bc.ca/gov/content/industry/agriservice-bc>





AgriServiceBC



## **Bi-weekly webinar series on current issues, business and production topics.**

### **Previously recorded webinars include:**

- NAFTA to USMCA: What Does it Mean for Agriculture?
- Farm Diversification Through Agri-Tourism with Nicole Valois, VIU Professor
- Introduction and Overview of Cooperatives in Agriculture
- Maintaining the Safety of Fresh Produce by Monitoring the Quality of Irrigation Water with Elsie Friesen, Food Safety Specialist
- New and Emerging Pests - Army Worm & Western Corn Rootworm
- Groundwater Licensing - What You Need to Know
- So you're getting sheep or goats.. with Dr. Glenna McGregor, Pathologist
- What to do when your birds are sick, Tony Redford, Veterinary Avian Pathologist
- Licence to produce liquor in the ALR, Randy Brown, BC Liquor Distribution Branch

These can be found at:

<https://www2.gov.bc.ca/gov/content/industry/agriservice-bc/webinars>



# B.C. Agri-Business Planning Program

Specialized business planning areas:

- Business Structures
- Production Economics
- Business Strategy
- Financial Analysis
- Disaster Recovery
- Value Added Ventures
- Risk Assessment and Mitigation
- Human Resources
- Succession/Transition Planning

Cost-share funding provided support up to \$5,000 per individual with any group receiving a maximum of \$30,000 of services from a Qualified Business Consultant.

For more information and to apply: <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs>

Contact program staff at: [AgriBusiness@gov.bc.ca](mailto:AgriBusiness@gov.bc.ca) or 1-888-221-7141

# Buy BC Advertising, Website and Social Media

## Buy BC “Reach for BC” Campaign

- Brand strategy (including focus groups) and updated logo completed in April 2018
- Comprehensive advertising campaign launched in June 2018
- Includes digital, print and transit advertising focused on encouraging consumers to “Reach for BC” food and beverage products when making purchasing decisions

## Buy BC Website & Social Media

- [buybc.gov.bc.ca](http://buybc.gov.bc.ca) includes information on Buy BC events, funding, resources and activities
- @EatDrinkBuyBC promotes the Buy BC brand and shares information on BC food and beverage products (and the restaurants, food service establishments and retailers that sell and promote them) on Instagram, Facebook and Twitter.

# Buy BC Advertising, Website and Social Media



## Buy BC Promotional Activities

- Buy BC-branded aprons, shopping bags, buttons and stickers are distributed to consumers and industry partners, and Buy BC-branded banners are used at industry events supported under Buy BC.







## Buy BC Partnership Program: Logo Licensing and Funding

### Program Overview:

- Program launched by Minister Popham in June 2018
- Includes two key components:
  - Logo Licensing: providing a recognizable Buy BC logo to ensure consumers can identify B.C. products
  - Cost-Shared Funding: providing \$2 million in cost-shared funding per fiscal year to support industry-led, Buy BC-branded marketing activities within the province
- Administered by the Investment Agriculture Foundation of British Columbia



## Buy BC Partnership Program: Logo Licensing and Funding

### Who is eligible to become licensed to use the Buy BC logo?

- B.C.-based organizations that are selling or marketing one or more products grown or processed\* in B.C., including:
  - Industry associations/boards/councils
  - Agricultural fairs and farmers' markets
  - Primary producers, processors and cooperatives
  - Grocery retailers, wholesalers and distributors
  - Non-profit organizations

*\* In order to be eligible, products must either be 100% grown, caught or raised in B.C. (e.g. primary agriculture/seafood commodities), or processed and packaged in B.C. with 51% or more of the direct costs of producing and packaging the product in its final form originating in B.C. Where raw ingredients are available within B.C. in sufficient quantities, they must be used.*



## Buy BC Partnership Program: Logo Licensing and Funding

### Who is eligible to receive cost-shared funding?

- B.C.-based organizations that are selling or marketing one or more products grown or processed\* in B.C., including:
  - Industry associations/boards/councils
    - Must have the ability to contribute 30% of the total project budget, in cash, towards eligible costs
  - Agricultural fairs and farmers' markets
    - Must have the ability to contribute 50% of the total project budget, in cash, towards eligible costs
  - Primary producers, processors and cooperatives
    - Must have the ability to contribute 50% of the total project budget, in cash, towards eligible costs
    - Must have total annual gross revenues of at least \$30,000/year for the most recent two years

*\* In order to be eligible, products must either be 100% grown, caught or raised in B.C. (e.g. primary agriculture/seafood commodities), or processed and packaged in B.C. with 51% or more of the direct costs of producing and packaging the product in its final form originating in B.C. Where raw ingredients are available within B.C. in sufficient quantities, they must be used.*

## Buy BC Partnership Program: Logo Licensing and Funding

### What can cost-shared funding be used for?

- Labelling Products/Packaging with a Buy BC Logo (\*\*producers/processors/cooperatives only\*\*)
  - *E.g. Designing/redesigning and printing of product labels/packaging which incorporates the new Buy BC logo*
- Marketing Collateral and Promotional Tools
  - *E.g. Designing, developing, translating, printing/producing Buy BC-branded flyers, posters, brochures, rack cards, stickers, banners, sell sheets, shelf-talkers, point-of-sale materials, shopping bags, aprons, placemats/coasters, etc.*
- BC-Focused Market Development Activities
  - *E.g. Undertaking domestic-focused activities to promote specific products, such as participation in tradeshows, food fairs and sales exhibitions; conducting in-store product demonstrations; delivering in-store retail/restaurant/food service promotions; etc.*
- Media Advertising:
  - *E.g. Developing and producing Buy BC-branded media advertising to promote specific products within B.C., including print, broadcast and online advertising campaigns.*



# **B.C. Agrifood and Seafood Market Development Program**

Provides cost-shared funding to support and enhance established BC-based agriculture producers, as well as agrifood and seafood sector processors and associations' abilities to identify, assess, target, and develop market opportunities.

## Sub-Components:

- Marketing Skills Capacity Building
- Market Information and Intelligence
- Market Development Planning
- Marketing Collateral and Promotional tools



# Cost-Shared Funding Ratios and Funding Amounts

	Producers, Processors and Cooperatives	Industry Associations
<b>Minimum Financial Eligibility Requirements</b>	Annual Gross Revenues for the 2 most recent consecutive years: <b>&gt;\$30,000</b>	N/A
<b>Cost-Share Ratio (Government/Applicant)</b>	50/50	70/30
<b>Maximum Eligible Funding Per Year (All Activities)</b>	<b>\$50,000</b> or 30% of the previous year's annual revenues (whichever is lower)	<b>\$75,000</b>
<b>Maximum Eligible Funding Per Activity Per Year</b>		
<b>Market Information Research</b>	\$20,000	\$50,000
<b>Market Development Planning</b>	\$15,000	\$50,000
<b>Marketing Skills Training</b>	\$1,000	\$10,000
<b>Interprovincial and International Export Market Development Activities and Marketing Collateral/Promotional Tools</b>	\$50,000	\$50,000

**Thank you!**  
**Questions?**

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Email: [lindsay.bisschop@gov.bc.ca](mailto:lindsay.bisschop@gov.bc.ca)

Contact Ministry of Agriculture:  
**Telephone: 1-888-221-7141**  
**Email: [AgriServiceBC@gov.bc.ca](mailto:AgriServiceBC@gov.bc.ca)**  
**[www.gov.bc.ca/agriservicebc](http://www.gov.bc.ca/agriservicebc)**

# Community Futures

East Kootenay

Revelstoke

North Okanagan



# Basin Business Advisors

# Farm Kitchen



# FARM KITCHEN

Where Local Food Business Grows

1324 2<sup>nd</sup> St N

Cranbrook BC

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

# Farm Kitchen

- A kitchen incubator that supports food-focused entrepreneurs in developing, operation, and growing successful business to enhance the local food industry.
- Space where members of the community can engage with their local food system through workshops and cooking classes.



Create. Collaborate.

Farm Kitchen is a  
Social Enterprise of  
CCS (a social service  
non-profit)



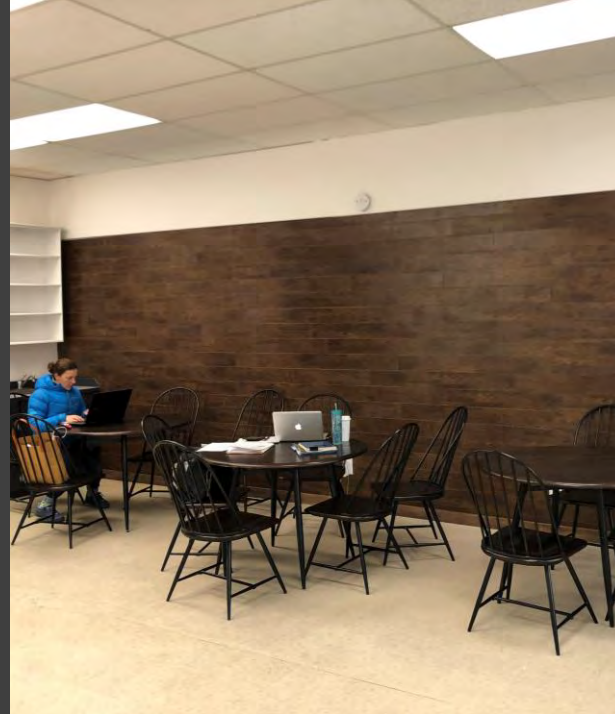
- Able to apply for grant funding
- Not just profit driven



# Why Incubator

- Local Food System
  - Support local food entrepreneurs = strengthen local food system
  - More nutrition sourced, prepared, and served locally
  - Economic Development





## 5 key services

- 1. Food preparation and production space
- 2. Food storage space (ambient, cooler and freezer)
- 3. Food business incubator services
- 4. Refrigerated transportation
- 5. Space for food workshops and classes



# Equipment List

- Dry storage
- Walk-in cooler and freezer
- Sanitizing dishwasher
- 6 burner commercial stove
- Robocoup
- Commercial blender
- Dehydrator
- Ice wands, scales, mixers
- Small wares







2012 GMC SAVANA 3500

## Reefer Truck for Rent

Info: 778 517-5447 or  
[kitchenmanager@ccssebc.com](mailto:kitchenmanager@ccssebc.com)



**Food Entrepreneur Series | April 29, May 27, June 24 | \$249 + GST**

*People can also just sign up for 1 or 2 of the courses separately.*

**Essentials of Food Production | April 29 | \$99 + GST**

**Introduction to Entrepreneurship | May 27 | \$99 + GST**

**Introduction to Food Truck Operations | June 24 | \$99 + GST**

**Think. Do. Become.**

Visit [cothbc.ca/FoodED](http://cothbc.ca/FoodED) for course listings.

## Food Entrepreneur Series | April 29, May 27, June 24 | \$249 + GST

Are you an Entrepreneur? Do you already have goods being sold at markets or out of your house? Are you wondering what the next step is to grow your business? It's hard making the first steps to growing a larger business. In this exciting new series have your chance to learn from other successful entrepreneurs who are eager to share their experiences. You don't have to learn lessons the hard way, learn from people who have learned them already!

*Leave class with a toolkit roadmap.*

*People can also just sign up for 1 or 2 of the courses separately.*

### Introduction to Entrepreneurship | April 29 | \$99 + GST

Are you sure you have what it takes to own your own successful business? Do you know the difference between retail pricing and wholesale? With successful local entrepreneurs leading these classes learn the ins and outs of market assessment and the importance of business goals.

### Essentials of Food Production | May 27 | \$99 + GST

Do you feel bogged down with paperwork, licensing and all that red tape? Health and Safety regulations can be daunting. There is so much to know-discuss local regulations, equipment required, menu planning and food cost, the distribution chain, what to sell and why, packaging and getting your product to store level.

### Introduction to Food Truck Operations | June 24 | \$99 + GST

Food trucks are all the rage right now. Most are even serving quite healthy options. There are many things to consider such as the bylaws around food trucks and how everywhere is different. Planning a menu for production, food purchasing and production itself are all critical things that will determine success or not. Take your chance to learn and leave with resources and contacts to get you on your way! End the day with a hands-on food truck operating experience.



#### Brenda Palmer

*Mrs. Palmer's Pantry is a local business with years of experience in food production. Started 21 years ago out of sheer necessity, Brenda Palmer began making Antipasto, Pepper Jellies, Jams etc. and selling at Farmers Markets and fairs. She developed and marketed 14 unique recipes for jarred goods. She then underwent the long and arduous task of learning all that is needed to get products to retail shelves...Fast forward, now all that Mrs. Palmer's does is Pitta Snacks, which are in 900 stores in Western Canada as well as some locations in the East. She has also exported her products to the US and Asia.*



#### Nicole Leciair-Dodd

*Nicole Leciair-Dodd received her B.Hgt from the University of Lethbridge in 2005. She is currently the co-owner of Pedzi & Tap Restaurant est. 2011, The Shed Lounge est. 2015 and is a stakeholder in multiple Kimberley-based businesses. Nicole approaches her training and her own life with fervor. Always one to seek out the next opportunity, embrace the uncertain and encourage movement in the local economy, she readily encourages students and clients to think bigger, want for more and have passion for what they do by offering unique perspectives. Nicole empowers others to embrace the rewards of good business practice by illustrating its importance at every level through traditional and nontraditional methods.*

# Grow Your Food Business!

**March 7, 8:30 am - 3:30 pm**

Farm Kitchen | #1324 2nd Street North, Cranbrook

Learn what it takes to turn your food and beverage product idea into a business. Gain a greater understanding of: Business planning, marketing, costing, label compliance, operations and distribution. Registration required.

**Register at [www.goodtogrowproducts.com/events](http://www.goodtogrowproducts.com/events)**

*Brought to you by*



Presented by  
**Good to Grow**





**An affordable opportunity for you to reach your food business potential.**

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# Farmers' Markets Incubator Initiative

\* LOCAL COMMUNITY + REGIONALLY

## MARKET RESEARCH & NEEDS

Vendor Surveys

## ACCESS TO CAPITAL

Farmers' Market Vendor Micro-Loan

## KNOWLEDGE:

Webinars & Podcasts Topics

## COMMUNICATIONS & ENGAGEMENT:

How can we better connect and engage vendors with business supports and services?



DIALOGUE

+

Q & A

