



Overview of Ministry of Agriculture Business & Market Development Programs

Presentation at Farmers Market Association Conference

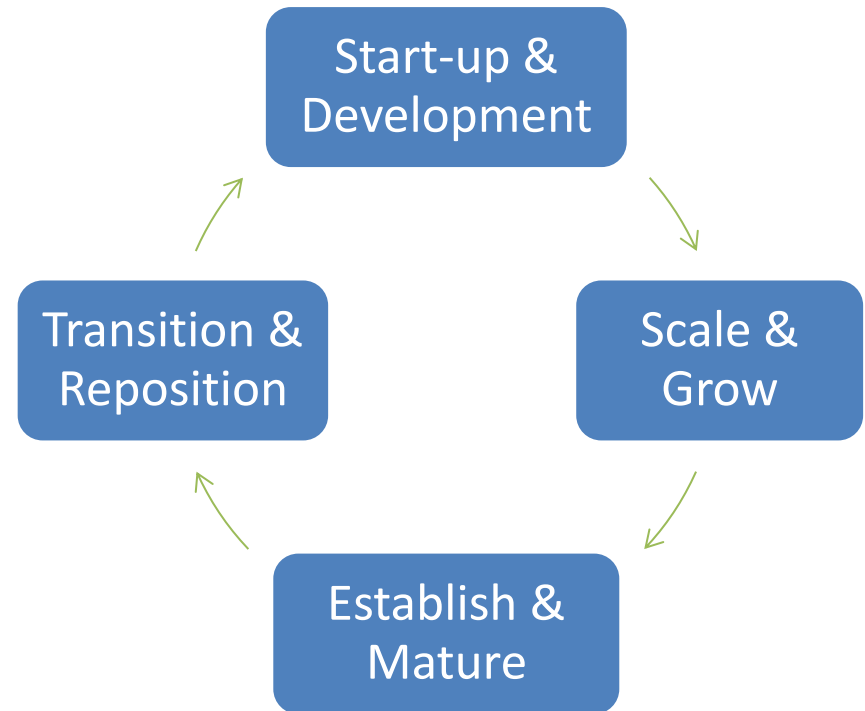
March 9, 2019





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
- 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, Dr. Tony Redford, Veterinary Avian Pathologist
- Licence to produce liquor in the ALR with the 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 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 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
Minimum Financial Eligibility Requirements	Annual Gross Revenues for the 2 most recent consecutive years: >\$30,000	N/A
Cost-Share Ratio (Government/Applicant)	50/50	70/30
Maximum Eligible Funding Per Year (All Activities)	\$50,000 or 30% of the previous year's annual revenues (whichever is lower)	\$75,000
Maximum Eligible Funding Per Activity Per Year		
Market Information Research	\$20,000	\$50,000
Market Development Planning	\$15,000	\$50,000
Marketing Skills Training	\$1,000	\$10,000
Interprovincial and International Export Market Development Activities and Marketing Collateral/Promotional Tools	\$50,000	\$50,000

Thank you!
Questions?

Lindsay Bisschop
Manager of Partnerships & Outreach
Ministry of Agriculture
Phone: 604-556-3103
Email: lindsay.bisschop@gov.bc.ca

Contact Ministry of Agriculture:
Telephone: 1-888-221-7141
Email: AgriServiceBC@gov.bc.ca
www.gov.bc.ca/agriservicebc