

2017 ANNUAL REPORT

**Highlighting IAF's role
in program delivery and
project support for industry**


The Investment Agriculture Foundation of BC was established in 1996. We are an industry-led, not-for-profit organization.

Our Mission is to assist British Columbia's producers, processors, agri-businesses and rural communities to develop solutions and seize opportunities.



**Investment
Agriculture
Foundation**
of British Columbia





Funding is available to help the agriculture and agrifood industry in British Columbia enhance competitiveness, profitability and sustainability.

Information about our mandate, vision, core values and available funding can be found on our website **iafbc.ca**

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MESSAGE FROM THE DIRECTORS AND STAFF

Dear Friends of the Foundation,

As we reflect upon another whirlwind year, we consider 2017 ironclad confirmation that the only constant is change. Having welcomed a new minister, new additions to the IAF team and reached our fifth and final year delivering *Growing Forward 2* (GF2) programming, we now stand poised on the threshold of a new era.

But before leaping into the next chapter, let's recap some highlights from the last.

Thanks to the considerable investments from the federal and provincial governments through GF2, we have been able to advance innovation and accelerate growth for farm, food and processing businesses across the province.

Since 2013, we have delivered close to \$12 million through the Canada-BC Agri-Innovation Program towards projects that support late-stage research and development, pilots and demonstration projects that follow along the innovation continuum toward commercialization. In total, more than 150 projects received funding that is helping our agriculture and food processing sectors become more competitive and sustainable.

Projects like the development and commercialization of Crop Sense,™ a wireless crop health monitoring system, can potentially transform an entire sector. For Dr. Saber Miresmailli, creator of Crop Sense™ and founder and CEO of Ecoation Innovative Solutions,

innovation funding has continued to play a pivotal role in his efforts to advance crop health technology. With the ability to automate the plant monitoring and inspection process, growers can now identify where and when treatment is needed based on plant-generated signals before symptoms arise, significantly reducing crop loss, labour and pesticide applications.

Innovation funding is similarly helping to revolutionize the poultry sector, thanks to a project led by the BC Chicken Marketing Board. Learn how the new Grower Dashboard is enhancing industry traceability and efficiency on page 16, and how other members along the value chain can benefit.

While accessing the international marketplace can be a daunting and costly venture, GF2 funding through the BC Agrifood and Seafood Export Program has helped BC producers and processors mitigate risks and in some cases, reap significant rewards. For BC companies like Organic Ocean Seafood and Blue Mountain Vineyard and Cellars, Export funding was essential in establishing a presence in the US market. In total, the Export program has funded over 450 projects, delivering more than \$3.8 million across a variety of sectors. As a result, producers and processors – both large and small – are introducing BC products around the world to new audiences, building consumer demand in new markets and generating new revenue that makes our industry one of the best in the world.

With 2018 marking my final year as chair of the IAF board, I am more grateful than ever to have served our industry alongside such talented and devoted individuals.



Since 2013, the [BC Agriculture & Food Climate Action Initiative \(CAI\)](#) has led adaptation planning through the development of Regional Adaptation Strategies for six key agricultural areas of the province: Fraser Valley, Okanagan, Cariboo, Peace, Cowichan Valley and Delta. With the completion of these strategies, the program provides up to \$300,000 of GF2 funding to implement priority projects identified in the plans. Over 40 locally-led projects have turned strategies into action, and more than 50 agricultural organizations and local government partners across the province have been engaged in the process.

The Farm Adaptation Innovator Program (FAIP) supports applied research projects that demonstrate and evaluate farm-level adaption. Through FAIP, the CAI has supported 15 projects that address some of BC agriculture's most significant climate change-related issues, including adapting water management and infrastructure, preparing for extreme weather events, addressing emerging pest issues and managing for farm-level resilience. With a focus on collaboration and capacity building, FAIP has engaged 60 project partners, including agricultural organizations, universities and research consultants, and over 80 individual producer co-operators.

During the past year we also continued to deliver funding through the BC Government's Buy Local Program to help increase domestic sales for BC's agriculture, food, beverage and seafood sectors. In 2017, we were proud to approve more than \$2.5 million towards 70 new projects to enhance local marketing efforts to increase consumer demand and sales of BC agrifoods. Turn to page 10 to find out how Driediger Farms not only became a key Fraser Valley destination but is also increasing sales and exposure for other local agri-businesses.

While certain programs have fulfilled their potential, we'd like to assure industry that we continue to deliver funding to projects that support a variety of sector interests, whether it's through the Agri-Food Environment Initiative (AEI), the Agri-Food Futures Fund or general adaptation funding. In 2017, the AEI allowed us to continue to work closely with industry to address environmental and wildlife issues that impact agriculture. Thanks to the leadership of the Fraser Basin Council Society,

funding through AEI is helping blueberry growers improve pest management while offering habitat protection for at-risk species. Read more on page 20.

This year on the IAF board, we said goodbye to Ed Salle, who has served as a valuable representative for the beef cattle sector. We offer our deepest appreciation to Ed and wish him the very best of luck.

The IAF family also bid a fond farewell to two of our longest serving members as former Executive Director, Peter Donkers and Administrative Officer, Elaine Burgess headed into retirement after 12 and 21 years, respectively. While their contributions over the years are too numerous to count, suffice it to say they have both been profoundly instrumental in shaping the Foundation and will be dearly missed.

We would also like to express our gratitude to the industry specialists and program staff at the Governments of Canada and British Columbia, who continue to offer their expertise to both industry and IAF through their input on applications for funding support and assistance with knowledge transfer.

Finally, I would like to thank the board and staff for their dedication and hard work. With 2018 marking my final year as chair of the IAF board, I am more grateful than ever to have served our industry alongside such talented and devoted individuals.

While we know that new transitions often signal new challenges, we also know our industry is uniquely adept at uncovering every potential solution and opportunity to not only overcome but capitalize on these challenges. We are privileged to claim brilliant innovators and passionate leaders in our midst, reminding us that adaptation has long been the cornerstone of agriculture.

Ken Bates
Chair

Michelle Koski
Executive Director

A MESSAGE FROM BC'S AGRICULTURE MINISTER

I grew up learning that growing food, raising animals and harvesting from the sea is a way of life and as BC's Agriculture Minister, I am proud to work with and for the people who do that for us all. The Investment Agriculture Foundation of British Columbia has played an important role in connecting BC's agriculture and seafood sectors with programs and government funding and I'm looking forward to new partnerships that result in even more.

As part of my mandate letter, the Ministry of Agriculture is taking a three pillared approach to building opportunities and sales for BC food producers, and those wishing to join the sector. Through Grow BC, Feed BC and Buy BC we are encouraging new entrants into farming, while supporting increased production and encouraging higher consumption of BC products. This means creating more opportunities to partner with IAF and help BC products find their place in domestic and international markets.

With IAF responsible for administering federal and provincial funding I know we'll be working together so British Columbians will have the support to continue to provide fresh, locally grown, raised and harvested products to communities all over BC.

Congratulations to IAF and its board of directors for a very successful 2017. The hard work and effort put forth to ensure the continual growth of the industry is greatly appreciated.

Lana Popham
Minister of Agriculture



Through Grow BC, Feed BC and Buy BC we are encouraging new entrants into farming, while supporting increased production and encouraging higher consumption of BC products.

A MESSAGE FROM THE FEDERAL MINISTER OF AGRICULTURE

On behalf of the Government of Canada, I would like to thank the Investment Agriculture Foundation of British Columbia for over two decades of investing in the future of BC's agriculture and agri-food industry. Your valued work is supporting our farmers, food processors, agri-businesses, and rural communities — and driving our economy.

The Government of Canada is proud to partner with BC in supporting programs delivered by IAF that drive innovation, export market development, and sustainable growth for the sector — whether it's an intelligent crop monitoring system for greenhouses, laser bird control for orchards, or export assistance for BC wines.

Our Government shares your strong focus on trade and innovation. Our research centres in BC are keeping your industry on the cutting edge, and we

continue to open doors in world markets, including Asia. On a recent trade mission to China, we worked with BC agribusinesses to expand markets for our products, including BC Icewine.

To keep the industry strong for the future, BC is joining Canada and the provinces and territories in investing \$3 billion over the next five years under the new Canadian Agricultural Partnership.

Thank you for your valued contribution to agriculture and agri-food in British Columbia and Canada, and all the best in 2018.

Hon. Lawrence MacAulay, PC, MP,
Minister of Agriculture and Agri-Food



The Government of Canada is proud to partner with BC in supporting programs delivered by IAF that drive innovation, export market development, and sustainable growth for the sector.

BC BUY LOCAL AWARD OF EXCELLENCE

Congratulations again to Kirk Homenick, winner of the inaugural BC Buy Local Award of Excellence! The president of Naturally Homegrown Foods was recognized in 2017 for his Buy Local campaign, 'A Chip Close to Home,' for not only continuing to drive local agrifood sales but also for creating several new jobs for British Columbians.

Recognized as Honourable Mentions were Merissa Myles, Co-Founder of Tree Island Gourmet Yogurt, for using Buy Local funding to connect with grocery buyers, celebrity chefs, and consumers about the benefits of buying 100% BC milk dairy; and Robert Pringle, CEO of the United Flower Growers Cooperative Association, who spearheaded the 'Flowerful BC' initiative to encourage consumers to 'pick local' when buying plants and flowers.

The BC Buy Local Award of Excellence celebrates one outstanding BC producer or processor based on the achievements of the best Buy Local marketing project – the campaign that was the most creative, strategic and effective in increasing sales and consumer engagement. The 2017 winner was announced at the BC Food Processors Association's FoodProWest Gala in Vancouver.

For more info on the award, visit www.iafbc.ca/awards/bc-buy-local-award-of-excellence.

Kirk Homenick, president of Naturally Homegrown Foods, 2017 winner of the inaugural BC Buy Local Award of Excellence!

Homenick's Buy Local campaign continues to drive local agrifood sales as well as create new jobs for British Columbians.



UBC FARM & DELTA SHINE DURING BOARD TOUR

In June 2017, IAF's board and staff toured projects at UBC Farm and across Delta to deepen their understanding of the agriculture and agri-foods industry, and see the impact of the funding delivered by the Foundation.

A walking tour of UBC Farm offered the opportunity to see a variety of projects in action, including work to make organic production more environmentally sustainable; managing Spotted Winged Drosophila in blueberries without pesticides; evaluating low tunnels and different crop cover materials to help farmers extend their growing season; and seed trial experiments.

UBC researchers also presented on important innovations that are taking place beyond UBC Farm, including deficit irrigation work in Okanagan vineyards, pathogen detection in farm irrigation water, and a hand-held pathogen detection device to increase food safety.

On-farm research and innovation took centre stage again in Delta. A visit to the BC Cranberry Research Farm provided a field-level view of the variety trials and pest management experiments that will help shape the future of BC's cranberry industry, while dairy farmer Jerry Keulen offered lessons learned from building and running an on-farm anaerobic digester.

Terry Bremner, founder of Bremner Farms, hosted a talk from the bottling line of their Delta production facility where they produce premium berry juices for the domestic and export market. He shared how his personal commitment to uncompromising quality (and a little help through the Buy Local and Export programs!) have built a loyal following that is slowly expanding around the world.

CROPS & VALUE ADDED

2017

FROM LUSCIOUS BERRIES TO CRISP CUCUMBERS, CRUNCHY QUINOA TO ROBUST WINES AND MOUTH-WATERING DESSERTS, BC PRODUCERS AND PROCESSORS COMMAND AN UNPARALLELED REPUTATION WHEN IT COMES TO QUALITY EATS AND DELECTABLE TREATS.

Whether organic or conventional, fresh or processed, IAF delivers funding designed to help both established and emerging sectors thrive. In 2017, over 100 crop-related projects were approved for more than \$2.9 million.

Driediger Farms Enjoys Record Numbers

For locals and tourists alike, Driediger Farms Market offers an irresistible Fraser Valley destination, with an abundance of fresh and frozen berries, a bounty of BC products from other local purveyors, and events and U-Pick fields for day-at-the-farm fun.

While the Farm has already helped propel several BC businesses into another phase of growth, Rhonda Driediger felt they could do more and decided to extend their marketing efforts to a broader customer base.

With better roadway signage and a combination of print, radio, online and TV advertising, the Driedigers launched their “local BC all under one roof” campaign closer to the Vancouver region, as well as the Chinese- and Japanese-speaking communities (the former representing one of the fastest growing populations in BC).

According to Rhonda, communicating with their guests in their preferred language represents a significant milestone.

“Marketing directly to the Asian community is new to the Fraser Valley farming industry,” she explains, noting that this demographic represents a large number of BC residents that had little to no communication of the buy local message.

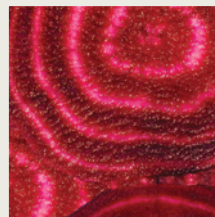
In less than a year, it was clear that this had changed as both English- and Mandarin-speaking visitors flocked to the farm in record numbers.

“Our 2016 market season saw unprecedented sales results not only in revenue but in product volumes,” reports Rhonda, adding that project results in 2017 were almost equally impressive, despite crop loss due to poor weather.

In addition to revenue spikes in both the 2016 and 2017 seasons, Rhonda was thrilled to see the number of visitors to their Summer Festival grow by over 1,500, as well as a surge of Facebook likes to the tune of 22,000 and counting, and an expansion of value chain partners.

For Rhonda, the ripple effect extending to other agri-businesses is a testament not just to the project’s success, but to a key tenet of the buy local movement—maximizing benefits across the value chain.

"We are very pleased with the results of this marketing plan—our objectives to position ourselves as a destination for local BC products not only in the Fraser Valley but outside of the area has been a success. Our 'local BC all under one roof' campaign allowed our farm to work with more value chain partners while increasing sales with existing partners. With enhanced exposure and additional foot traffic, we've been able to sell to a broader audience and expand our product assortment to represent more remote areas of BC—this has only become possible due to the increase of visitors to the farm as a result of this project." RHONDA DRIEDIGER, OWNER & PRESIDENT, DRIEDIGER FARMS LTD.



"Because of the increase in traffic and sales, we've been able to expand our product assortment and add 11 new vendors at the market," she explains. "Now that we're a recognized brand within the community we're able to increase exposure and sales for more BC products, including from more remote areas of the province."

Part of that exposure is through in-store signage that features free advertising for their vendors with detailed information about the specific farms and manufacturers sold under the Driediger umbrella.

And with growing numbers of locavore converts, Rhonda is finding that public support is leveraging these efforts beyond all expectations, with visitors increasingly engaging online and tweeting and posting pictures of themselves with the Driediger signs on social media.

"The increase in visitors not just from the Asian community but from outside the Fraser Valley is proof of this campaign's success," she declares. "We are now the go-to spot for easy access to a diverse collection of premium BC products."

FUNDING: \$44,021 PROVIDED BY
THE BC GOVERNMENT. (BL224)

APPROVED CROP PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
A0836 AE SP	Evaluation of Methods to Improve Cutworm Monitoring in Potatoes and Table Beets in the Fraser Valley	E.S. Cropconsult Ltd.	4,100.00	SNF
A0837 AE SP	Assisting Southern BC Potato Growers in Controlling Storage Disease	E.S. Cropconsult Ltd.	3,100.00	SNF
A0841 SP	Hypoaspis (Stratiolaelaps scimitus) Predatory Mites for Control of Foliar Nematodes on Ornamental Floriculture and Nursery Crops	BC Landscape & Nursery Association	4,465.00	ACAAF
A0845 AE SP	Implementation and Evaluation of a Cranberry IPM Bulletin	BC Cranberry Growers Association	3,000.00	SNF
A0846 SP	Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry	BC Cranberry Marketing Commission	10,000.00	ACAAF
A0847 SP	Demonstration of Season Extension and Drip Irrigation for Okra and Eggplant Field Production	University of the Fraser Valley	7,000.00	ACAAF
A0853	Native Beauveria Bassiana Pilot Products for Controlling Lepidopteran Grape and Other Crops	Kwantlen Polytechnic University	42,787.00	ACAAF
A0854 SP	Microbial Mitigation of Effects of Salt Damaged Soil on Field Crops	Kwantlen Polytechnic University, Institute for Sustainable Horticulture	10,000.00	ACAAF
AF021-012	BC Greenhouse Growers Project to Ensure Stability of the Pipe Rail, Pipe Support and Cart Systems used within Greenhouses	BC Greenhouse Growers Association	42,350.00	AFFF
B0033	British Columbia Pavilion at the CPMA 2018 Tradeshow	BC Produce Marketing Co-operative Association	17,885.00	CARD
BL342	BC Greenhouse Veggie Days	BC Greenhouse Growers Association	16,362.50	BL
BL348	BC Hot House Buy Local Project	BC Hot House Foods Inc.	16,250.00	BL
BL350	Local Market Expansion of Mandair Farms Produce under BC Buy Local Initiative	Mandair Farms	25,750.00	BL
BL355	BC Greenhouse Veggie Days, Greenhouse Videos and Photography and Mobile Greenhouse Learning Trailer	BC Greenhouse Growers Association	17,867.50	BL
BL385	Twenty-Five Years Local – Increasing Consumer Focus on Nutritious Local Produce	BC Fresh Vegetables Inc. dba BCfresh	52,500.00	BL
BL438	Shop BC Grown, it's a Growing Concept	Cloverdale Country Farms	16,861.50	BL
EX421	BC Hot House US Export Expansion	BC Hot House Foods Inc.	20,400.00	EX
EX432	2017/18 Activities	Jealous Fruits Ltd.	45,215.00	EX
EX456	Increasing International Market Share for BC Cherries, Apples and Blueberries	Sutherland S.A. Produce Inc.	41,155.00	EX
EX459	Export Development Program to March 31, 2018	Blueridge Produce Inc.	13,500.00	EX
EX462	SunSelect Export Expansion Funding	SunSelect Produce Limited Partnership	24,168.75	EX
EX464	2017 PMA Trade Show Exposition	HNL Holdings Ltd.	7,175.00	EX
EX489	Global Fruit – 2017 Trade Shows	Global Fruit Brokers Ltd.	45,329.16	EX
INN339	Intelligent Crop-Health Monitoring System	Ecoation Innovative Solutions Inc.	271,660.00	INN
RA OK03	Farm Water Management Planning	BCFGA Research and Development Orchard Ltd.	88,000.00	CCAP
RA OK04	Vineyard Water Use Efficiency Knowledge and Technology Transfer	BC Wine Grape Council	42,000.00	CCAP

APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
AF014-A151	Modular Hops Drying and Conditioning Unit	Vice Design Inc.	74,591.00	AFFF
BL343	Robin Ridge Winery & Grist Mill Agri-Tourism Trail / Consumer Pathway	Robin Ridge Winery	5,484.50	BL
BL345	Local Market Expansion of Central City Products under Buy Local Initiative	Central City Brewers & Distillers	73,625.00	BL
BL349	Local Cider - Coming to a Market Near You!	The Fraser Valley Cider Company	8,572.00	BL
BL352	BC Market Expansion of Viva Nutraceuticals	Viva Pharmaceutical Inc.	75,000.00	BL
BL353	BC Market Expansion of Corcelettes Wines under BC Buy Local Initiative	Corcelettes Estate Winery	14,600.00	BL
BL354	Raising Brand Awareness and Total Sales of Quinta Ferreira Wines in BC	Quinta Ferreira Estate Winery	43,885.00	BL
BL365	Farm-to-Bottle: Beer Farming in British Columbia	Persephone Brewing Company	6,975.00	BL
BL366	Old Order Branding and Buy Local Campaign	Old Order Distilling Co. Inc.	15,212.50	BL
BL369	Local Market Expansion of Millstream Products under BC Buy Local Initiative	Mill Stream Flour Mills	52,500.00	BL
BL371	Dead Frog Brewery – an Award Winning Craft Brewery Born and Raised in the Fraser Valley. COLLECT EXPERIENCES, NOT THINGS.	Dead Frog Brewery	52,500.00	BL
BL372	New Retail Opportunities	Organika Health Products Inc.	52,500.00	BL
BL377	Buy Local Market Expansion of Backyard Vineyard Wines	Backyard Vineyards Corp.	47,793.20	BL
BL379	Salome Naturals Moringa Local Market Expansion under Buy Local Initiative	Salome Naturals Inc.	13,650.00	BL
BL381	Taste Bordertown's Hand-Crafted, Premium Wines. Produced, Processed and Packaged in Osoyoos, BC	Bordertown Vineyards and Estate Winery	8,645.00	BL
BL382	Maan Farms - Product Optimization & Brand Recognition	Maan Farms Ltd.	52,500.00	BL
BL386	Building Millennial and Local Beer Consumers' Preference for Trading Post	Trading Post Brewing Corp.	62,252.00	BL
BL388	Brand Awareness and Multi-Channel Advertising Campaign	Quails' Gate Estate Vineyards Ltd.	75,000.00	BL
BL389	Taste the Delicious BC Cider Difference. Scenic Road Ciders: Proudly Handcrafted in Kelowna, BC	Scenic Road Cider Co.	16,300.00	BL
BL390	Growing Brand Awareness, Customer Base and Sell-through in Retail Stores. Introduce Two New NP Flavours to BC Consumers	Nonna Pia's Gourmet Sauces Ltd.	52,500.00	BL
BL393	Vancouver Island Originals Film Series and Hermannator 30th Anniversary Oktoberfest	Vancouver Island Brewing	69,580.00	BL
BL394	Harker's Organics Signage and Website	Harker's Organics Rustic Roots Winery Ltd.	5,000.00	BL
BL395	Powering Sales with VITALITY – Digital and Retail Marketing Program	Vitality Products Inc.	29,750.00	BL
BL396	Sprouted Power: Transition More BC Families into Sprouted Breads	Silver Hills Bakery	75,000.00	BL
BL399	Promoting Merridale Cider and Spirits in BC	Merridale Ciderworks Corp.	75,000.00	BL
BL401	Promotion of Steamworks In BC	Steamworks Brewing Co.	75,000.00	BL
BL402	Victoria Caledonian Distillery and Twa Dog Brewery's Local Awareness Development Project	Macaloney Brewers & Distillers Ltd.	62,142.50	BL
BL403	Increasing BC Sales - NutriStart Natural Health Products	NutriStart Vitamin Company Inc.	38,400.00	BL

APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
BL405	Introducing City Side Winery to BC Consumers	City Side Winery Ltd.	24,900.00	BL	
BL407	La Frenz Winery: Growing Local Sales	La Frenz Estate Winery Ltd.	45,006.00	BL	
BL410	Local Market Expansion of Earth's Own products under Buy Local Initiative	Earth's Own Food Company Inc.	75,000.00	BL	
BL412	Local Marketing Campaign	Herbaland Naturals Inc.	28,250.00	BL	
BL417	Marketing Campaign: B.C. Spirits from Grain-to-Glass	Odd Society Spirits	26,100.00	BL	
BL420	Monte Creek Ranch Winery Experience the Next Frontier in BC Winemaking	Monte Creek Ranch Winery	11,000.00	BL	
BL421	Ener-C Marketing and Consumer Engagement Project	Pauling Labs	37,047.50	BL	
BL423	Local Market Expansion of Provita Health Products	Provita Nutrition and Health Inc.	25,540.50	BL	
BL425	Increasing Sales of Local Spirits – Arbutus Distillery	Arbutus Distilleries Inc.	18,375.00	BL	
BL426	BC Tree Fruits Grows Customer Base in Grocery Chains, Social Media Following, and Local Consumer Events	BC Tree Fruits Cider Co* a division of BC Tree Fruits Cooperative	52,500.00	BL	
BL435	VISTA D'ORO FARMS & WINERY - GROWING OUR BACKYARD TOURISM MARKET FOR OUR WINES & FARM	Vista D'oro Farms Ltd.	19,075.00	BL	
BL440	Local Market Expansion of R.J.T Blueberry and Honey Products Under Buy Local Initiative	R.J.T. Blueberry Park Inc.	75,000.00	BL	
EX405	Happy Water Export Development to Asia	Leading Brands of Canada, Inc. (Happy Water)	10,700.00	EX	
EX406	NHGF ExpoWest Mar2017	Naturally Homegrown Foods Ltd.	14,900.00	EX	2
EX407	PACRIM Distributors Relationship Meetings in Singapore	PACRIM Distributors Ltd.	14,392.00	EX	
EX410	Okanagan Crush Pad Winery	Okanagan Crush Pad Winery 2016-17 Export	12,900.00	EX	
EX414	2017 BC Wine and Spirits Export Marketing in China and Europe	Canadian Dragon Trading Company Limited	7,100.00	EX	
EX415	AAHAR Trade Mission	Craving Asian Foods dba Goobi Gummies	4,215.13	EX	
EX419	Seoul Food & Hotel 2017	Canada Pure Natural Enterprises Ltd.	3,175.00	EX	
EX420	Trade Shows in Asia 2017	Ozen Holdings Ltd.	26,975.00	EX	
EX425	US Export Expansion Pacific NW	St Hubertus & Oak Bay Estate Winery Ltd.	1,650.00	EX	
EX426	Okanagan Crush Pad Winery 2017/2018 Export Market Activity	Okanagan Crush Pad Winery Ltd.	7,550.00	EX	
EX427	2017 BC Winery USA Export Opportunities: Seattle	Howling Bluff Estate Winery	700.00	EX	2
EX431	Export Market Expansion of Foxtrot Vineyards Products	Foxtrot Vineyards Ltd.	5,460.00	EX	
EX434	2017 BC Winery USA Export Opportunities: New York	Little Farm Winery	1,650.00	EX	
EX436	In-market Export Tactics for the USA Market	British Columbia Wine Institute Society	49,825.00	EX	
EX438	Presenting at the "UK Wine, Cider & Spirits In-Market Trade Show"	Long Table Distillery	6,684.00	EX	
EX440	Seoul Food & Hotel 2017 (Korean Trade Show)	Natural Immix Health Ltd.	34,000.00	EX	
EX442	International Market Development - Seven Stones Winery	Seven Stones Winery	3,225.00	EX	
EX443	Strategic Approach in Developing New International Markets for Canadian Agri-Foods	Tropical Link Canada Ltd.	16,969.50	EX	
EX446	BC Wine Institute USA Export Project – New York	Black Hills Estate Winery	1,975.00	EX	

APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
EX447	The UK Wine Market In-Market Events at Canada House, London 2017	Averill Creek Vineyard Ltd.	4,050.00	EX
EX452	VISTA D'ORO EXPORT PROGRAM 2017	Vista D'Oro Farms Ltd.	5,950.00	EX
EX453	Develop Export Markets for Bordertown Wine Products / Market BC Wine Tourism	Bordertown Vineyards and Estate Winery	11,060.00	EX
EX454	BCWI Mission to Seattle	Dirty Laundry Vineyard	1,475.00	EX
EX455	Washington Export Opportunity - Distributor / Importers, Media, Trade & Winery "Meet & Greet"	Backyard Vineyards Corp.	800.00	EX
EX463	June 2017 Activities	Wellknown Formulas Ltd.	6,225.00	EX
EX466	Launching Purple Tea - 4 Activities	JusTea Beverages Inc.	12,850.00	EX
EX467	PACRIM Distributors Relationship Meetings – ASEAN Launch Events	PACRIM Distributors Ltd.	8,450.00	EX
EX469	Growing of Export Market for BG Health Group	BG Health Group Inc.	2,250.00	EX
EX472	International Market Expansion of Viva Nutraceuticals	Viva Pharmaceutical Inc.	13,845.00	EX
EX474	Export Market Expansion of Naturally Splendid Products	Naturally Splendid Enterprises Ltd.	15,350.00	EX
EX475	Herbaland 2017 Activities	Herbaland Naturals Inc.	19,905.00	EX
EX477	International Business Expansion	Whistler Water Inc.	21,875.00	EX
EX478	Natural & Nutraceutical Products China 2017 (Healthplex Expo 2017)	Organika Health Products Inc.	10,100.99	EX
EX479	Ethical Bean Export to June 30, 2017	Ethical Bean Coffee Company Ltd.	14,200.00	EX
EX481	Hippie Foods Targets and Secures U.S. National Accounts and Distributors	Ike Enterprises Inc. dba Left Coast Naturals	8,022.50	EX 2
EX482	Macaloney Brewers and Distillers International Whisky Distribution and Marketing Expansion	Macaloney Brewers and Distillers Ltd.	11,995.00	EX
EX486	Level Ground Targets US Distributors and Brokers to Access Retailers	Level Ground Trading Ltd.	9,420.00	EX 2
INN330	Reduce the Cost of Producing BC Wine through New Technology	Howling Bluff Estate Winery	18,236.00	INN

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; * See Funding Program legend on p.27

LIVESTOCK, POULTRY & AQUACULTURE + VALUE ADDED

2017

MILK, HONEY, CHEESE AND MORE...THANKS TO THE DEDICATION AND PASSION OF BC'S RANCHERS, FARMERS AND FISHERS, BRITISH COLUMBIANS CAN ENJOY A RICH VARIETY OF QUALITY MEAT, SEAFOOD AND DAIRY PRODUCTS. PART OF KEEPING THESE SECTORS THRIVING IS THE SUPPORT OF INITIATIVES DESIGNED TO HELP PRODUCERS PROACTIVELY DEAL WITH CHALLENGES.

The provincial Livestock Waste Tissue Initiative is aimed at preparing the livestock industry and local communities to dispose of specified risk material and other abattoir waste in the event of a future mass carcass disposal event. In 2017, two new projects were approved, one for the Thompson Nicola Regional District to identify potential sites for emergency mass carcass burial, and the other for the East Kootenay Regional District to further refine their list of potential sites with subsurface excavations in order to select a site for the final stages of a permitting process.

Efforts also continued in the area of poultry biosecurity, with the development of on-farm signage to enhance BC producers' biosecurity messaging, as well as a project under the Clean Up and Disposal Fund to streamline cleaning and disposal options following a disease outbreak. Based on the requirements of the Canadian Food Inspection Agency, a standardized set of templates will be available as an emergency management guide to BC poultry producers, helping them to more safely and efficiently return to production.

IAF also offers a variety of other funding programs that benefit these sectors more broadly. In 2017, almost 40 new projects were approved for funding for more than \$1.9 million.

Poultry Production Goes Paperless

The first of its kind in Canadian poultry production, the BC Chicken Marketing Board's new Grower Dashboard is pioneering how BC poultry farms are managed.

While the online system was primarily intended to replace and simplify the Daily Activity Sheet (a federal requirement for all flocks as they move through the production system), it has happily evolved into a single-serve database that promises to improve grower management and enhance industry communication.

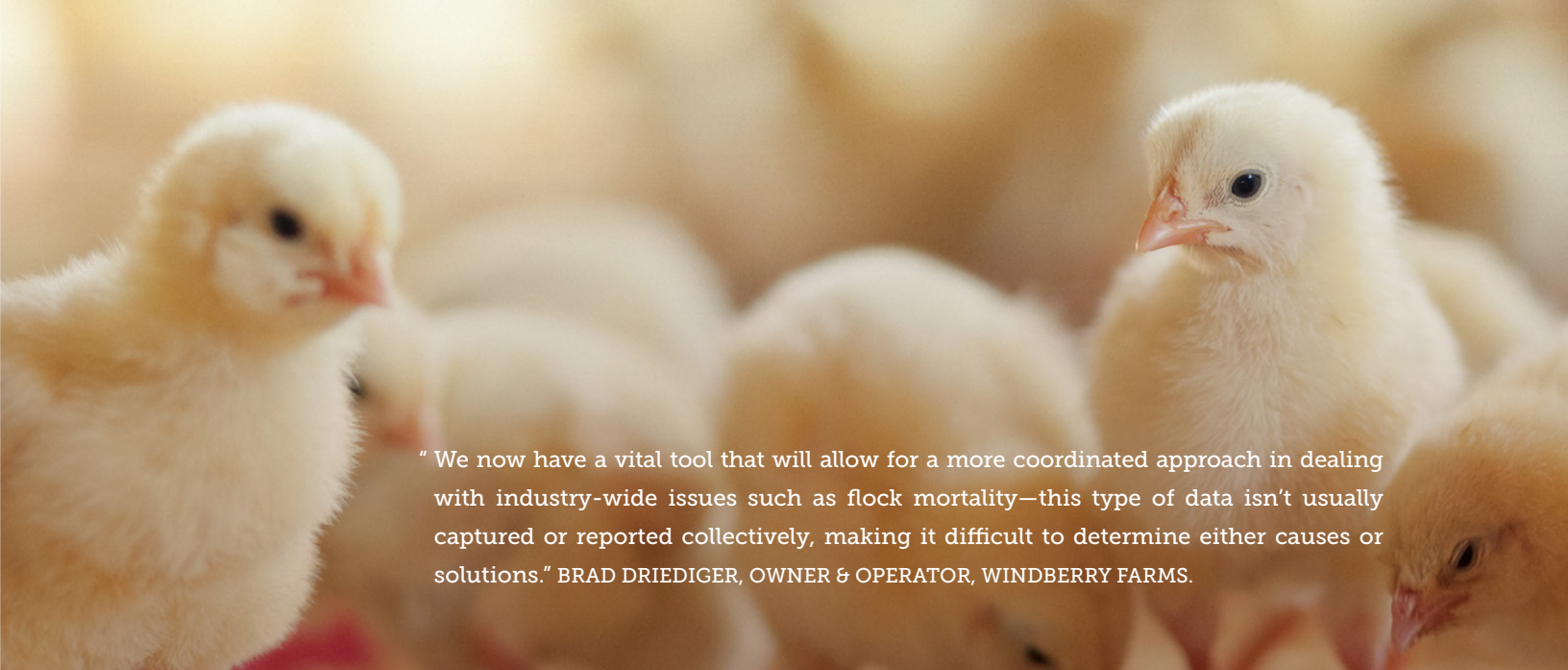
"Previously our sector used paper-based reporting and tracking of flocks to adhere to the On-Farm Food Safety, Animal Care and BC Poultry Biosecurity Program requirements," explains Shawn Mallon, the architect of the dashboard and Manager of Administration with the Board. "The new

web-based, mobile-ready platform provides a single point of entry that not only reduces time and waste generated by paper-based reporting, but allows producers to compare data from year-to-year, organize and prepare for audits, and provides real-time access for industry managers to potentially identify issues as soon as they arise in an individual flock."

With the ability to assess their performance based on past cycles and industry averages, growers can now make more informed management decisions regarding feed consumption, mortality and antimicrobial use.

According to Mallon, the key to the Dashboard's success lies in industry adoption, which will generate more data for the Board to work with.

"The more growers use the program, the more useful the information will be and the more meaningful the data becomes when looking at industry trends," Mallon emphasizes, adding that this will also enable the Board to develop better and more accurate programming for producers.



"We now have a vital tool that will allow for a more coordinated approach in dealing with industry-wide issues such as flock mortality—this type of data isn't usually captured or reported collectively, making it difficult to determine either causes or solutions." BRAD DRIEDIGER, OWNER & OPERATOR, WINDBERRY FARMS.



One of the first to test the new platform at his broiler farm in Abbotsford, Brad Driediger of Windberry Farms is now a vocal proponent of the Dashboard and echoes the call for broader usage.

"We have a vital tool that will allow for a more coordinated approach in dealing with industry-wide issues such as flock mortality," he explains. "This type of data isn't usually captured or reported collectively, making it difficult for the Board to determine either causes or solutions."

For Driediger, the Dashboard's ability to facilitate greater industry connection is perhaps its most important feature, allowing him and other growers to receive timely news and notices on their main page.

Over time, the Board anticipates increasing environmental and economic impacts.

"As producers use the program to measure baselines and increase efficiencies, they

will be able to optimize feed and the use of other inputs, decreasing waste and increasing returns," Mallon predicts.

At the moment there is also talk of expanding the dashboard to other members of the value chain, and even nationally through the Chicken Farmers of Canada (CFC).

"If CFC adopts the dashboard for all broiler producers in Canada, then they can use their communication resources to launch the dashboard to the other provincial Boards," says Mallon. "Other poultry commodities would find this dashboard useful, as well as hatcheries and processors, which would further enhance industry traceability and efficiency."

FUNDING: \$33,641 PROVIDED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA THROUGH THE CANADA-BC AGRICULTURE INNOVATION PROGRAM UNDER *GROWING FORWARD 2*, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE. (INN200)

APPROVED LIVESTOCK PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
A0835	Enhancing Peace Weather Monitoring and Utilization of Weather Data	Peace Region Forage Seed Association	72,067.30	SNF	
A0838	BC Dairy Hoof Health Enhancement Initiative	BC Dairy Association - Dairy Industry Research & Education Committee (DIREC)	11,000.00	SNF	
A0850	Lameness in Transition Cows	University of BC, Land and Food Systems/ Animal Welfare Program	26,538.00	ACAAF	
A0852	British Columbia's Rain And Sunlight Can Better Poultry Environmental Sustainability	S.J. Ritchie Research Farms	120,933.00	ACAAF	
AF021-004 AE	Improving Productivity and Profitability of Forage Lands	Peace River Forage Association	207,250.00	AFFF	
AF021-007 AE	Integrated Approach to Productive Forage Stands Using Livestock	Peace River Forage Association	21,330.00	AFFF	
AF021-009 AE	Forage Stands: Starting Over, Do's and Don'ts	Peace River Forage Association	253,151.40	AFFF	
AF021-017	Testing the Feasibility of Developing and Maintaining Movi Free Flocks of Domestic Sheep in British Columbia	Thompson Rivers University	60,000.00	AFFF	
AF021-019	Pilot Demonstration Improving Rangelands in BC Using Electric Vehicles: Ebikes and UAVs	Thompson Rivers University	28,000.00	AFFF	1
BL344	Multicultural and Digital BC Marketing Program	BC Turkey Marketing Board	75,000.00	BL	
BL361	Advertising for Okanagan Fresh and Sterling Springs Chicken	Dueck's Poultry Farm dba Sterling Springs Chicken and Okanagan Fresh	77,960.00	BL	2
LWT1102	Thompson Nicola Regional District Emergency Carcass Burial Site Identification	Thompson Nicola Regional District	93,975.00	LWTI	
LWT1103	Regional District East Kootenay Phase 3 Emergency Carcass Burial Site Identification Project	Regional District of East Kootenay	205,957.50	LWTI	1

APPROVED LIVESTOCK PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
BL341	CPM Product Market Expansion under BC Buy Local Program	Country Prime Meats Ltd.	12,903.10	BL	2
BL391	Two Rivers Launches New Retail Butcher Shop and Eatery	Two Rivers Speciality Meats Ltd.	52,005.00	BL	
BL397	Better Cows Make Better Ice Cream!	Betterwith Foods Inc.	29,862.50	BL	
BL432	Increasing Brand Awareness and Consumption of BC's Specialty Poultry	Twin Maple Produce Ltd. (dba Fraser Valley Specialty Poultry)	52,500.00	BL	
BL433	Buy Soo Buy Local	Soo Jerky Ltd.	9,750.00	BL	
BL434	Promoting Johnston's BC Pork and Value Added Products to the BC Consumer	JOHNSTON PACKERS (1995) LTD dba JOHNSTON'S	52,500.00	BL	
EX428	Marketing Expenditure for Store Demo At Costco in United States	Soo Jerky Limited	6,750.00	EX	
EX451	Export Market Expansion of Country Prime Meats Ltd. Products	Country Prime Meats Ltd.	20,875.00	EX	
EX476	Marketing Expenditure for Store Demo at Costco in United States	Soo Jerky Limited	8,100.00	EX	
INN327	Commercialization of Frozen and Fresh Tamago	Vanderpol's Eggs Ltd.	88,466.50	INN	

APPROVED AQUACULTURE PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
BL347	Put BC Seafood on Your Plate - Buy Local	Comox Valley Economic Development Society	48,387.50	BL
BL360	Educational Collateral on Sturgeon	Northern Divine Aquafarms Ltd.	10,967.50	BL
BL362	Building Market Access for the Modern Inland Salmon Fishery	Harrison Salmon Producers LLP	17,405.50	BL
BL415	BC's Algae Superfood: Fresh Canadian Spirulina	AlgaBloom International Ltd.	9,710.00	BL
BL419	Go Wild! Wild BC Salmon is the Best Choice for Nutrition, Taste and Sustainability	BC Salmon Marketing Council	47,250.00	BL
BL424	Love Your Seafood!	Skipper Otto's Community Supported Fishery	8,450.75	BL
EX403	EU 2017 Trade Shows and USA	Grand Hale Marine Products Co. Ltd.	9,725.00	EX
EX404	Expand Current BC Seafood Offerings to Brazil	Albion Fisheries Ltd.	2,315.00	EX
EX408	SeaAgra Image Upgrade	SeaAgra Seafood Brokerage Ltd.	6,600.00	EX
EX411	BC Seafood Expo Media Hosting Mission, BC Shellfish and Seafood Festival	BC Salmon Farmers Association	50,000.00	EX
EX412	VITALITY Power Iron + Organic Spirulina Introduction to the United States	Vitality Products Inc.	5,975.00	EX
EX449	Develop New Business in Emerging Markets for Seafood from B.C.	Pacific Rim Shellfish (2003) Corp.	34,525.00	EX
EX450	Organic Ocean Seafood Inc. — Expansion into U.S. Market	Organic Ocean Seafood Inc.	24,750.00	EX
EX457	Fairs for Exporting BC seafood	Watson Enterprises Inc.	39,850.00	EX
SI018	Barkley Sound Aquaculture Tour (Islands Agriculture Show)	BC Shellfish Growers Association	1,000.00	AQUA
SI019	Abbreviated Assay to Detect Norovirus in Pacific Oysters	BC Centre for Aquatic Health Sciences	3,800.00	AQUA

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; * See Funding Program legend on p.27



PAN AGRICULTURE

2017

NATURALLY THERE ARE MANY AGRICULTURAL INITIATIVES AND PROJECTS THAT RESIST CATEGORIZATION. SOME CROSS MULTIPLE COMMODITY GROUPS, WHILE OTHERS ARE DESIGNED TO BROADLY ASSIST THE ENTIRE AGRICULTURE AND PROCESSING SECTORS. IN 2017, MORE THAN 50 NEW PROJECTS WERE APPROVED FOR OVER \$1.5 MILLION.

Helping producers and processors increase the use of BC agrifoods in the domestic marketplace through the BC Government's Buy Local Program, or access international opportunities through the BC Agrifood and Seafood Export Program, are also IAF priorities that cross multiple sectors.

Helping the agri-food industry address environmental issues and enhance sustainability also continued as a priority in 2017, with more than \$350,000 in *Growing Forward 2* funding going towards nine new climate change adaptation projects under the BC Agriculture and Food Climate Action Initiative.

Similarly, the Agri-Food Environment Initiative continued to assist industry in addressing environmental and wildlife challenges and issues. More than ten new projects were approved in 2017, including the development of forage establishment practices in the Peace; innovative technology for precision irrigation and pesticide use reduction; evaluating new ways to treat manure from intensive agriculture operations; and reducing disease transmission from domestic to wild sheep.

Blueberry Growers Defend Biodiversity

Indigenous to the Fraser Valley, Western Barn Owls can be a berry grower's best friend, patrolling farm fields at night for voles and other unwelcome visitors. By weight, these owls consume more rodents than most other predators, making them one of the most economically valuable wildlife animals for agriculture.

In recent years however, these predatory powerhouses have faced mounting pressures such as habitat loss and secondary poisoning from consuming pests with rodenticide in their systems.

In an effort to lift the owls from the threatened species list, the Fraser Basin Council Society teamed with local Abbotsford growers to explore an integrated pest management approach (IPM) that would reduce rodenticide use and provide habitat and nesting sites to host western barn owls.

According to project manager Christina Toth, part of the problem for farmers was a lack of clarity on rodenticide application levels.

"By educating producers on the correct and appropriate application to protect their crops, they can not only save time, money and labour, but help protect biodiversity in the Fraser Valley," Toth explains, adding that the benefits extend beyond owls to other predatory raptors and mammals potentially affected by rodenticide use.

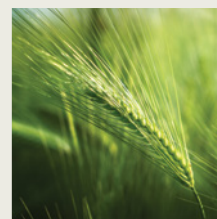
Fact sheets in both English and Punjabi are now available to growers, offering best practices for rodenticide use, as well as tips on how to assess vole presence and damage to crops and how to develop more effective, economical and environmentally sustainable IPM plans.

So far 11 blueberry farms have implemented best management practices for rodenticide use and installed barn owl nest boxes to help control voles.

Toth sees the project as a groundbreaking initiative, both in terms of farm management and environmental stewardship.

"We've had amazing response from both conventional and organic growers eager for information that will help them enhance the relationship between agriculture and the environment," she says.

“ Project funding enabled us to help growers address their vole problems with current and practical information so they could focus on growing berries. We also found that some growers – both conventional and organic – were keen to adopt a natural option, an alternative to rodenticide, by attracting barn owls to their fields with our nest boxes. The growers were happy to be good environmental stewards, as their actions support barn owls and biodiversity. It’s a win-win.” CHRISTINA TOTH, ASSISTANT REGIONAL MANAGER, FRASER BASIN COUNCIL.



Given that BC is one of the largest highbush blueberry-growing regions in the world, the project was especially timely.

Parm Bains, who grows both conventional and organic blueberries at Westberry Farms in Abbotsford, is relieved a new approach for pest control is available after having long struggled with the vole problem.

“In the last ten years especially,” he describes, “we’ve seen the problem getting worse and worse—in conventional fields, we’re having to use rodenticides far more frequently, which of course carries both environmental and economic impacts.”

With new barn owl nest boxes installed in his fields, Westberry Farms is now part of the growing industry shift that prioritizes sustainability.

And while the focus centered mostly on blueberry growers, the resources developed through the project are applicable to other agricultural sectors, including vegetable and tree fruit growers, viticulture, nurseries and the newly expanding small grains and hops sectors.

Fact sheets and information on nest boxes are available to growers through the BC Blueberry Council website and its new smartphone app.

FUNDING: \$20,000 THROUGH THE FORMER FEDERAL-PROVINCIAL SAFETY NET FUND. (A0814AE)

APPROVED PAN AGRICULTURE PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
A0840	A Web Portal to Support BC's Diversified Agrifood Sector	Centre for Sustainable Food Systems	102,000.00	SNF	
A0842 AE	The Future of Sustainable Pest Management - Culture Bot	Eleos Robotics, Inc.	25,887.50	ACAAF	
A0843 AE	MagPi+: Harvesting Phosphorus and Nitrogen from Animal Manures	Muddy River Technologies Inc.	96,000.00	SNF	
A0851 AE	Efficient Use of Water Maximizing Crop Production & Water Conservation	IntroTech Technologies LTD	38,600.00	ACAAF	
A0857	New Perspectives on Foulbrood Diseases of Honey Bees, and Blueberry Pollination	BC Honey Producers Association	20,000.00	SNF	
AF014-A152	Regional Food Assessment & Guide	Central Kootenay Food Policy Council	9,800.00	AFFF	
AF021-006 AE SP	Farmer to Farmer Forum	Watershed Watch Salmon Society	1,900.00	AFFF	
AF021-008 AE	Enhancing Bat Ecosystem Services in Agricultural Lands of the Lower Fraser River Valley	South Coast Bat Conservation Society	76,735.00	AFFF	
AF021-011 AE	Biocrust Greenhouse Production and Industrial Site Application Pilot Project	Splitrock Environmental Sekwel'was LP	31,400.00	AFFF	
AF021-013 AE SP	Enhancing Coexistence for Large Carnivores and Farmers in Southern V.I.	Raincoast Conservation Foundation	9,970.00	AFFF	
AF021-014	Market Research and Economic Feasibility on Specialty & Alternative Crops in the Bulkley-Nechako Regional District	University of Northern British Columbia	34,332.00	AFFF	1
AF021-015	Closing the Supply Gap: Increasing Farm Capacity to Meet the Demand for Local Produce by Investigating Regional Distribution Options and Piloting a Single Farm Aggregation, Storage and Distribution System	Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR)	25,000.00	AFFF	
AF021-016	Vole Control & Field Margin Management for Blueberry and Other Sectors - Video	Fraser Basin Council	20,000.00	AFFF	
B0032	Canada-BC Agri-Innovation Program Review	University of Northern British Columbia	30,000.00	SF	
BL430	Shop BC Local With SPUD.ca This Spring	Small Potatoes Urban Delivery Inc.	25,000.00	BL	
BL436	Farmers' Markets: For the Young and Young at Heart	Artisan Farmers' Markets	4,545.45	BL	
EX458	Seoul Food & Hotel - Seoul - May 16-19, 2017	Aslin Canada Trading Ltd.	9,000.00	EX	
EX483	Janice Rosen Exports Further Develops Export Sales into South Korea, UK, U.A.E.	Janice Rosen Exports	12,000.00	EX	
RA CB09	Priority Pests: Scan, Consultation & Action Plan	Kersley Farmers' Institute	22,000.00	CCAP	
RA CB10	CARA Launch and Extension Resources	Cariboo Cattlemen's Association	19,965.00	CCAP	
RA CW11	Planning and Preparedness for Wildfire Events: Field Day and Knowledge Transfer	Island Agriculture Show Society	15,004.00	CCAP	
RA FV05	Enhancing Information & Collaboration for Managing Emerging Pests	Lower Mainland Horticultural Improvement Association	60,300.00	CCAP	
RA FV06	Climate Adaptive Drainage Management	B.C. Blueberry Council	46,650.00	CCAP	
RA OK05	Planning and Information Exchange for Wildfire Impact Reduction	Southern Interior Stockmen's Association	52,000.00	CCAP	
RA OK06	Invasive Species Digital Knowledge Transfer	Okanagan and Similkameen Invasive Species Society	30,500.00	CCAP	

APPROVED PAN AGRICULTURE PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
AF014-A149 SP	Feasibility Study to Establish a Small Scale, Value-Added Food Hub in the Okanagan	Okanagan Nation Alliance	10,000.00	AFFF
AF014-A150	Demonstration of At-Source Vacuum Microwave Dehydration	NuWave Research Inc.	156,907.00	AFFF
BL346	Market Expansion of SierraSil Products under Buy Local Initiative	Sierra Mountain Minerals Inc. DBA SierraSil Health Inc.	72,850.00	BL
BL356	Vegetable Lasagna - Meatless Eating, Made Easy	Zinetti Food Products Ltd.	10,250.00	BL
BL373	Local Market Expansion of Little Saigon's Products Under Buy Local Initiative	Little Saigon Vietnamese Cuisine (2009) Ltd.	36,704.00	BL
BL375	Boned Broth Buy Local Project	Boned, A Broth Company Ltd.	29,500.00	BL
BL383	Building a Great B.C. Brand, Inspired by Italy	A.Genco Importing Company Ltd.	24,725.00	BL
BL400	Buy Local Program for Asti-Holdings 2017-2018 Celebrating 25 years in B.C.!	Asti Holdings Ltd.	24,500.00	BL
BL404	Support your Local Soup Maker!	MRC Liquids+Solids Culinary Innovations Inc.	20,950.00	BL
BL416	Local Market Expansion of Upper Bench Wine and Cheese Products	Upper Bench Winery & Creamery	45,106.50	BL
BL437	Happy Water - "Local" communication	Leading Brands of Canada	28,560.00	BL
EX344.02	Jiva Organics Manufacturing & Distributing Inc.	Jiva Organics Manufacturing & Distributing Inc.	17,700.00	EX
EX409	Export Sales Growth	Tartine Tarts Inc.	12,700.00	EX 2
EX413	China Food & Drinks Fair 2017 (Chengdu)	Aslin Canada Trading Ltd.	7,150.00	EX
EX416	Developing Export Markets for Freeze-Dried Pet Food	Canature Processing Ltd.	1,768.50	EX
EX417	ECRM Winter Snack & Dry Grocery Trade Show	Hidden Garden Foods Ltd.	6,375.00	EX
EX422	Export Sales Growth 2017	Tartine Tarts Inc.	18,100.00	EX
EX424	Golden Bonbon - HOFEX and SIAL	Asti Holdings Ltd.	7,075.00	EX
EX429	Granola Girl Export Project to China	Granola Girl Enterprises	3,400.00	EX
EX430	Prosnack Natural Foods and the PLMA Chicago	Prosnack Natural Foods Inc.	10,002.40	EX
EX433	Developing Export Markets for Freeze-Dried Pet Food – Canature Processing	Canature Processing Ltd.	7,425.00	EX
EX435	Expanding Export Market for Inno Specialty Foods	Inno Specialty Foods	16,085.00	EX
EX437	Promotion of the X Four in the USA Market II	Von Albrecht & Associates	14,100.00	EX 2
EX441	Export Market Expansion of SierraSil Joint Formula 14	Sierra Mountain Minerals Inc. DBA SierraSil Health Inc.	10,100.00	EX
EX444	Big Mountain Foods Export Strategy	Big Mountain Foods	8,075.00	EX
EX461	Seoul Food and Hotel Show 2017	Han Ka Export-Import Ltd.	3,025.00	EX
INN328	Commercialization and Adoption of Diabetic Meal Replacement Drink Mix	Zuun Nutrition Ltd	99,215.00	INN

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; * See Funding Program legend on p.27

BOARD INITIATIVES

2017

NOT ALL ISSUES THAT AFFECT AGRICULTURE CAN BE RESOLVED WITH EXISTING INDUSTRY RESOURCES. IN CASES LIKE THESE, IAF OFTEN PARTNERS WITH INDUSTRY ON A STRATEGIC INITIATIVE OR PROJECT OR EVEN ASSUMES THE LEAD ON ADDRESSING ISSUES OF HIGH PRIORITY.

With the backing of industry, the board is also empowered to develop specialized programs to address specific priorities which fall within IAF's mandate and funding principles, such as the Small Projects and Agricultural Area Planning programs.

Small Projects Program

The Small Projects Program provides an expedited process for industry groups to access up to \$10,000 for projects valued at \$30,000 or less and lasting up to one year. More than ten new projects were approved in 2017, totalling a commitment of over \$70,000.

Funding can be provided through any of the programs that IAF delivers and is based on eligibility, demonstrated need and industry support. With no set intake deadlines, applications can be submitted at any time, but clients are encouraged to apply at least 30 days before a project starts.

Agricultural Area Planning Program

The Agricultural Area Planning Program offers funding to local

governments that partner with the agricultural community to develop a local, shared vision for the future of agriculture and improve the viability of farming in municipalities and regional districts around BC.

Since 1999, over 60 projects aimed at creating or updating agricultural area plans, strategies, land use inventories or watershed plans have been approved for funding including four new projects in 2017.

New projects are funded through the former federal-provincial Safety Nets framework.

Protecting the Future of Food and Farmland in Kelowna

The City of Kelowna is looking forward to their agricultural future, thanks to their newly updated ag plan. After an 18-month planning process and extensive consultation with both industry and residents, the city's sustainability coordinator, Tracy Guidi is confident the revised plan reflects the values of a community that holds agriculture at its core.

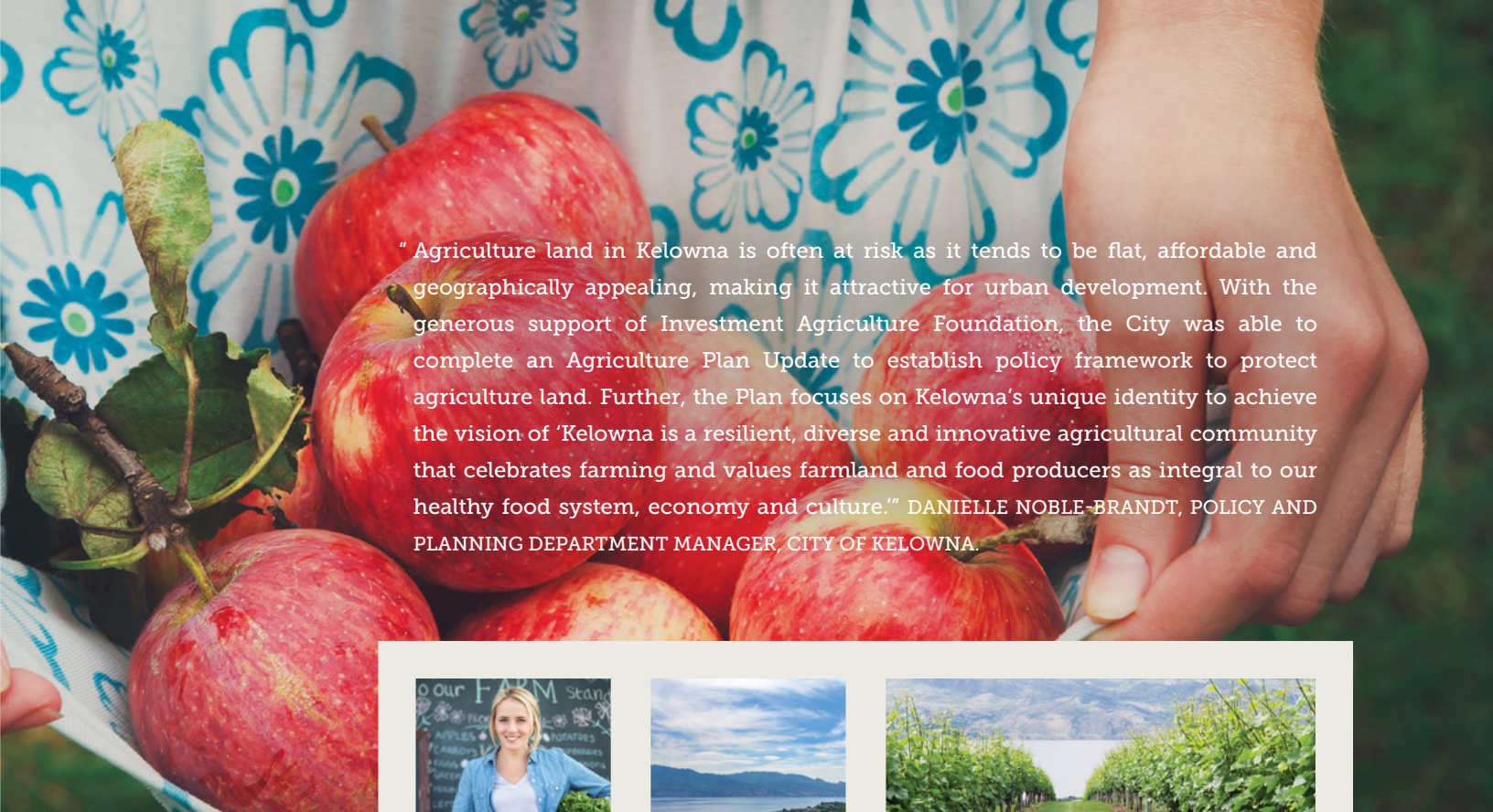
"Agriculture is such an integrated part of the culture of our city, whether you are a farmer or not," says Guidi. "And with over 55

percent of our land zoned for agriculture, it is critical that we take steps now to preserve and promote local agriculture and ensure its long-term sustainability."

With the original plan created in 1998, a modernized framework was desperately needed to provide what the city calls "clear policy and land use direction" that will ensure city agricultural policies are up-to-date, align with the official community plan and reflect recent changes to the Agricultural Land Commission Act.

According to Guidi, safeguarding local agriculture, stewarding natural resources for food production, improving public awareness and access to local food, and identifying opportunities to strengthen farming as an economic driver were all prioritized during consultations.

"Preserving farmland in the face of increasing urbanization was identified as one of the most pressing issues," she noted, adding that even land in the Agricultural Land Reserve (ALR) is at risk as it tends to be flat, affordable, geographically appealing and often ideally located, making it desirable for urban development.



"Agriculture land in Kelowna is often at risk as it tends to be flat, affordable and geographically appealing, making it attractive for urban development. With the generous support of Investment Agriculture Foundation, the City was able to complete an Agriculture Plan Update to establish policy framework to protect agriculture land. Further, the Plan focuses on Kelowna's unique identity to achieve the vision of 'Kelowna is a resilient, diverse and innovative agricultural community that celebrates farming and values farmland and food producers as integral to our healthy food system, economy and culture.'" DANIELLE NOBLE-BRANDT, POLICY AND PLANNING DEPARTMENT MANAGER, CITY OF KELOWNA.



For city councillor Tracy Gray, discussion over agricultural land has been fraught with conflict.

"Almost half of our land base is in the ALR so we see the agriculture-urban issues frequently," she explains. "It creates tension and uncertainty for farmers, residents and among neighbors close to that land."

In an effort to alleviate some of the pressure, the new plan will focus on updating mapping tools, increasing opportunities for locally grown food, preserving local rural character and building community resilience towards climate change and the rising costs of food.

A total of 51 specific actions are recommended in the new agricultural plan, ranging from targets like restricting non-farm uses on farmland to exploring alternative ownership models to boost production.

So far industry response to the revamp has been overwhelmingly positive, with support from the BC Fruit Growers' Association (BCFGA) and the provincial Agricultural Land Commission, to name a few.

BCFGA president, Fred Steele is highly appreciative of the city's leadership on the issue.

"The BCFGa is pleased to support and endorse the agriculture plan developed by the City of Kelowna," says Steele. "We believe the plan reflects the current situation and promotes the economic contribution of the agriculture sector in Kelowna, and we are excited to work with the city on its successful implementation."

The new ag area plan can be viewed at www.kelowna.ca.

FUNDING: \$18,590 PROVIDED THROUGH THE FORMER FEDERAL-PROVINCIAL SAFETY NET FUND. (B0016.43)

APPROVED AGRICULTURAL AREA PLAN PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
B0016.24.02 SP	Alberni Valley Agricultural Plan - Coastal Addendum	Alberni-Clayoquot Regional District	8,300.00	SNF 1
B0016.45	Squamish River Valley Agricultural Land Use Inventory and Water Demand Model	District of Squamish	2,500.00	SNF
B0016.47	Agriculture Area Planning for Hope BC	District of Hope	13,000.00	SNF
B0028.05	Comox Valley Regional District (CVRD) Agricultural Watershed Planning	Comox Valley Regional District	35,000.00	SNF

[1] Legal agreement pending; ✿ See Funding Program legend on p.27

Our Board of Directors 2017-2018

Ken Bates

Chair
Represents:
Field Vegetables,
Berries & Mushrooms
Region: Lower Mainland

Len Bouwman

Represents: Dairy
Region: Fraser Valley

Dennis Lapierre

Represents:
Community Agriculture
Region: Okanagan/
Shuswap

Don Low

Secretary
Represents:
Tree Fruits & Grapes
Region: Kootenays

Jack DeWit

Vice Chair
Represents:
Other Livestock
Region: Fraser Valley

Walter Fritsche

Represents: Grains,
Oilseeds & Forage
Region: Peace River

Glenda Gesy

Represents:
Pre-Farm Gate
Region: Kamloops

Arzeena Hamir

Represents:
Emerging Sectors
Region: Vancouver
Island

Alistair Johnston

Represents:
Post Farm Gate
Region: Fraser Valley

Dale Krahn

Represents: Poultry
Region: Fraser Valley

Bert Miles

Treasurer
Represents: Greenhouse,
Floriculture & Nursery
Region: North Okanagan

Kalpna Solanki

Represents:
Post Farm Gate
Region: Lower Mainland

David Zehnder

Represents: Beef Cattle
Region: East Kootenay

Arif Lalani

BC Ministry of
Agriculture Liaison

Philip Bergen

Agriculture and
Agri-Food Canada
Liaison

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Michelle Koski

Executive Director

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Coreen Moroziuk, PAg
Senior Program
Manager

Alana Wilson, PAg
Program Manager

Brian Baehr, PAg
Agri-Food Environment
Initiative Program Manager

Donna Anaka
Buy Local Program
Manager

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Daina Rozitis, CMA
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& Operations

Christopher Reed
Manager, Program
Performance &
Systems Analysis

Judi Peacock
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Secretariat to the Board

Jennifer Poulsen
Accounting & Contracts Clerk

Communications Team

Kelsi Stiles
Team Leader,
Communications
& Public Relations

Sarah Rostami
Communications Officer



*FUNDING PROGRAM LEGEND

ACAAF	Advancing Canadian Agriculture and Agri-Food (former federal adaptation funding)
AFFF	AgriFood Futures Fund, a trust funded under the former federal-provincial Safety Nets framework
AQUA	Aquaculture Innovation Fund
BL	BC Government's Buy Local Program (BC Ministry of Agriculture)
CARD	Canadian Adaptation & Rural Development Fund
CCAP	Climate Change Adaptation Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> initiative)
EX	BC Agrifood & Seafood Export Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> Initiative)
INN	Canada-BC Agri-Innovation Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> Initiative)
LWTI	Livestock Waste Tissue Initiative (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture)
SF	Sustaining Fund
SNF	Former federal-provincial Safety Nets framework

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