



# 2014 ANNUAL REPORT

## HIGHLIGHTING

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

## FUNDING THE FUTURE OF BC AGRICULTURE AND FOOD



If there is one constant in agriculture, it is change. Shifting consumer values and preferences, global

population growth, access to limited natural resources, climate change and ever evolving global markets all impact the environment in which agricultural producers and food processors are doing business today.

In a constantly shifting landscape, BC's agriculture sector needs to be able to respond creatively in order to stay competitive – it needs to be able to innovate, and the Canada-BC Agri-Innovation Program (CBCAIP) is helping make that happen. In 2014, the Investment Agriculture Foundation (IAF) approved 53 projects, representing an investment of over \$4.7 million under CBCAIP.

"The Agri-Innovation program funds projects that are looking for operable solutions to the issues facing agriculture," says Ken Bates, chair of the IAF board. "This is a program focused on creating better opportunities for BC's farmers and food processors and increasing our ability to compete as we look to the future."

For Tree Island Gourmet Yogurt on Vancouver Island, receiving Agri-Innovation funding was a turning point in their effort to develop the equipment and process to produce Greek-style yogurt for smaller-scale yogurt plants like theirs.

"We developed the system and production methodology from scratch," explains Scott DiGuistini, Tree Island's co-founder and head yogurt maker. "It took all of our energy and effort this year, but the whole thing would have been impossible for us without this support."

The new process and modular design will allow Tree Island to expand their Greek yogurt production to meet growing demand across BC and into Alberta. Since January 2014, they have expanded their distribution from five to 120 retailers, including a partnership with Whole Foods and Thrifty Foods.

IAF was also proud to be an early supporter of the BC Food Processors Association's Path to Commercialization (PTC) program through Agri-Innovation. The PTC program targets BC-based small processors and manufacturers to build the business skills, networks and knowledge required to accelerate the commercialization of innovative BC products.

"A survey of recent PTC participants found that the ten companies that completed the program plan on hiring 65 new employees within two years, and collectively expect sales to increase by \$340,000 in the next year," says Debra Hellbach, program coordinator for the BCFPA. "One of our participants, Andrew Tait of Tait Labs, went on to win the Rising Star Award at FoodPro West."

Managing resource use and production waste is another priority for the agriculture sector – a challenge that Quadrogen Power Systems is tackling head on in partnership with Delta-based greenhouse growers, Village Farms. The company is developing a system to use Vancouver's landfill gas to create energy for electricity, heating, and a clean, renewable source of carbon dioxide (CO<sub>2</sub>) as fertilizer for greenhouse vegetables.

"We are using renewable resources to do CO<sub>2</sub> fertilization," says Nelson Chan, director of business development for Quadrogen Power Systems. "This is a totally new process that redirects greenhouse gas from a landfill and uses our technology to clean the CO<sub>2</sub> so it can be used in a greenhouse."

The process not only addresses an important environmental challenge, but will also reduce the cost of electricity, heating and reduce the need to buy CO<sub>2</sub> for Village Farms.

The Canada-BC Agri-Innovation Program is in its second year under *Growing Forward 2*, a federal-provincial-territorial initiative. A total of \$13.4 million in federal and provincial funding is available between 2013 and 2018. Complete program details are available by visiting [iafbc.ca](http://iafbc.ca).

The Investment Agriculture Foundation 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.**

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 in the *Who We Are* section of our website

**[iafbc.ca](http://iafbc.ca)**

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"The Investment Agriculture Foundation helped us access the funding to take our project from research to reality. As a result, we will be able to pilot new technology that will turn greenhouse gases from the Vancouver landfill into useable fuel and fertilizer for BC's greenhouse growers, benefiting both the environment and the producers' bottom line." **ALAKH PRASAD, QUADROGEN POWER SYSTEMS, INC.**





# MESSAGE FROM THE DIRECTORS AND STAFF

Dear Friends of the Foundation,

Success for IAF means the programs we deliver result in real benefits for BC's agriculture and agrifoods industry, and 2014 was a very successful year!

While we pride ourselves on supporting projects that make innovation and adaptation within the sector possible, it is the dedication and leadership shown by our industry partners that is driving a more competitive and profitable future for BC agriculture.

We have worked with our government funders to increase the opportunities available to industry this past year, and we hope you will join us in celebrating the impacts these investments have made.

2014 marked the second year of our delivery of **Growing Forward 2** programming. We have been entrusted with delivering over \$13 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 path toward commercialization.

As you will read in some of our stories, Innovation funding is turning the tide for a variety of sectors throughout BC. From small-scale agri-businesses to industry associations and post-secondary

institutions, these investments are helping our agricultural leaders turn their ideas into solutions.

As we embarked on the second year of the BC Agrifoods Export Program, we heard from first-year funding recipients about how the program proved the defining factor in forging new international partnerships that led to increased sales, like the BC Wine Institute on page 4.

Christmas came a little early for the industry last December when the BC Government announced the renewed Buy Local Program. We are pleased to once again be delivering funding that will help BC's agriculture, food and seafood sectors enhance local marketing efforts to increase consumer demand and sales of BC agrifoods. Read how the BC Food Processors Association used Buy Local funding to develop distinct local branding that led to a \$5 million sales increase within the first four months of their retail partnership on page 10.

In partnership with ARDCorp, we are delivering **Growing Forward 2** funding to the BC Agriculture and Food Climate Action Initiative for the implementation of adaptation practices and initiatives identified in regional climate adaptation strategies from across the province.

During our 2014 tour of the Kootenay Region, directors and staff learned more about local wildlife mitigation efforts, an area of concern across sectors which we have previously funded. We were also thrilled to visit Clear Sky Farm, a pioneer of agroforestry in Canada, as well as Tabletree Juice Farm, an inspiring and internationally-award winning operation.

This year on the IAF board, we said good-bye to directors Paula Brown, Irmi Critcher,

Rick Gagner and Ernie Willis, and welcomed Walter Fritsche, Arzeena Hamir, Kalpna Solanki and Ed Salle. We extend our appreciation and thanks to each of them, and wish our departing directors the greatest success in their new paths. We also said good-bye to two valued employees as Judy Jacklin relocated from the beautiful west coast to the equally stunning east coast of Canada and Miriam Esquitín took her passion for helping the developing world to a new position dealing with legal reform in Latin America. We extend our sincerest appreciation to Judy and Miriam and wish both of them well. We also welcomed new staff members Daina Rozitis as our Finance Manager and welcomed Alana Wilson back to IAF, after taking a few years off to complete a graduate program at the London School of Economics.

2014 was dedicated as the International Year of the Family Farm. Our province has a rich history of family farming and as a producer in a family farm with three brothers, it is very important to me that I serve an organization that understands the unique needs and priorities of each sector and responds to industry-led initiatives. I am honoured to serve the agricultural sector with my fellow directors, and I would like to thank the board and staff for their dedication and hard work.

As we reflect on the past year and celebrate industry's achievements, we also look forward to 2015 and the opportunities it holds!

Ken Bates  
Chair

Peter Donkers  
Executive Director





## A MESSAGE FROM BC'S AGRICULTURE MINISTER

As the BC Government continues to work towards a goal of increasing agrifoods revenue to \$14 billion by 2017, I would like to take this opportunity to pause and recognize one of the organizations that assists in growing our agriculture industry.

The Investment Agriculture Foundation (IAF) has once again proven to be a great resource for the agrifoods sector over the past year and I look forward to continuing our partnership in 2015. It is going to be a busy year. The BC Government has expanded the popular Buy Local Program with an additional \$4 million investment and IAF will once again play a role in administering the program. We look forward to building on the success of the initial round of funding and the Province's commitment to increase consumer demand and sales of BC agrifoods.

We also appreciate the IAF's ongoing professionalism in administering Canada and British Columbia funding through the BC Agrifoods Export Program and the Canada-BC Agri-Innovation Program.

Congratulations and all the best to IAF and its board of directors. Your leadership is appreciated and we look forward to another successful year.

Norm Letnick  
Minister of Agriculture





“ As a BC agrifood industry contributing \$2 billion dollars each year to the provincial economy, IAF support has been critical to the growth of BC VQA wine sales. Specifically, after consecutive years of record wine grape harvest, export initiatives and Buy Local support for the domestic market has enabled the BC wine industry to grow and capitalize on the international recognition BC VQA wines have garnered. ”

MILES PRODAN, EXECUTIVE DIRECTOR, BC WINE INSTITUTE



## CROPS & VALUE ADDED

**When it comes to crops, British Columbians are blessed with abundance, thanks to the passion and dedication of our producers and processors.**

Whether organic or conventional, fresh or processed, IAF delivers funding designed to help all horticultural sectors thrive. In 2014, over 120 crop-related projects were approved for more than \$3 million. In addition to these new projects, the tree fruit sectors continued to receive funding for priority projects under strategic initiatives established in previous years.

IAF continued to work with the BC Fruit Growers Association to administer the Orchard Replant Program. The funding has helped BC’s tree fruit industry renew plantings of apples and other tree fruits to newer, more marketable varieties that are expected to improve grower returns. The program also included a grafting and budding component to assist growers to get new trees into production faster.

### A Banner Year for BC Wine

After a series of projects to promote BC Vintners Quality Assurance (VQA) wine through Buy Local and Export funding, the BC Wine Institute (BCWI) is watching sales soar in BC and beyond.

*Perfect Pairings BC* joined BC chefs and restaurants with sommeliers to educate consumers about BC VQA wine and local agrifood products through a series of farm-to-table style events and restaurant promotions throughout the province.

Wine and food pairing tips, recipes, and where to find the best wineries and restaurants in BC from local chefs and sommeliers are also available on their new website, winebc.com.

Led by renowned sommelier and wine educator Kurtis Kolt, the Wine Pairing Ambassador Program provided in-depth training to over 500 key trade members about BC VQA wines, varietal characteristics, the wine regions of BC, and wine and food pairing to help participants make BC VQA wine recommendations to customers and drive sales.

According to BCWI executive director, Miles Prodan, they have seen a 3.51% sales increase of BC VQA wine since the projects began.

Perhaps more importantly, the support they received to initiate the pilot programs is helping ensure long-term momentum.

“With the quality of materials we were able to produce with Buy Local funding, we know that the program is set for success and will continue to provide education about the bounty of wine and agrifoods our province has to offer,” says Prodan.

After a satisfying spike in domestic sales, the BCWI shifted their attention internationally. With Export funding helping them pursue their target markets of the US Pacific Northwest and Hong Kong, they conducted a variety of promotional events including a wine tour in the Okanagan, a product launch in Seattle, a winemakers dinner in San Francisco, and a series of BC-wine paired dinners in Hong Kong.

“These markets make sense for earning international recognition that we produce super-premium wines,” says Prodan. “Thanks to the support we received for enhanced promotions, we’ve received additional listings and tremendous exposure through unpaid media coverage – within the first week of our product launch in Seattle, we received about \$100,000 of unpaid coverage.”

The BCWI represents 137 BC wineries and 95% of the wine production in the province.

**FUNDING: \$137,035 THROUGH THE BC GOVERNMENT'S BUY LOCAL PROGRAM (BL011, BL028); \$7,871 THROUGH THE BC AGRIFOODS EXPORT PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE (EX010).**





APPROVED CROP PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
FI02	Vented Orchard Covers to Protect Cherries Against Rain & Hail	Coral Beach Farms Ltd.	\$150,000	CCAP	
FI03	Demonstrating Innovative Forage Production Practices to Increase Climate Change Adaptation	BC Forage Council	\$127,600	CCAP	
EX018	Promotion of BC Fruit Varieties	Summerland Varieties Corporation	\$29,245	EX	
EX020	BC Tree Fruits Winter 2014 Export Program	BC Tree Fruits Cooperative	\$30,481	EX	
EX023	BC Blueberry India Export Enhancement Project	BC Blueberry Council	\$25,000	EX	
EX030	FOODEX Japan 2014 Trade Show	Greenhouse Grown Foods Inc. (dba Windset Farms)	\$9,456	EX	
EX036	Developing Export Markets for Fresh BC Blueberries	Fresh Concept Canada Ltd.	\$1,800	EX	
EX042	Exploring & Establishing CFP Exports in Asia	Consolidated Fruit Packing (CFP) Ltd.	\$12,200	EX	
EX047	Increasing BC Hot House Exports	BC Hot House Foods Inc.	\$12,848	EX	
EX050	Japan Food EX 2014	South Alder Farms Ltd.	\$3,100	EX	
EX055	2014 Export Development Project for Global Fruit Brokers Ltd.	Global Fruit Brokers Ltd.	\$16,108	EX	
EX071	BCfresh Export Business Development Program	BC Fresh Vegetables Inc. (dba BCfresh)	\$8,695	EX	
EX077	Asian Export Market Access Development	BC Cherry Association	\$8,438	EX	
EX081	BC Blueberry China Export Market Project	BC Blueberry Council	\$25,675	EX	
EX083	BC Tree Fruits 2014 Crop Year Export Program	BC Tree Fruits Cooperative	\$20,400	EX	
EX090.01	Fruit Logistica Berlin 2015	Jealous Fruits Ltd.	\$3,475	EX	
EX091	Promotion of BC Fruit Varieties	Summerland Varieties Corp.	\$24,320	EX	
EX095.01	Asia Fruit Logistica	Jealous Fruits Ltd.	\$3,300	EX	
EX095.02	China Market Tour 2014	Jealous Fruits Ltd.	\$9,800	EX	
EX095.03	Produce Marketing Association Trade Show 2014	Jealous Fruits Ltd.	\$8,000	EX	
EX095.04	Thailand Retail Store Promotion 2014	Jealous Fruits Ltd.	\$2,575	EX	
EX090.02	North Carolina US Retailer Meetings	Jealous Fruits Ltd.	\$1,150	EX	
EX119	India BC Export Trade Mission	BC Hot House Foods Inc.	\$5,850	EX	
EX128	FoodEx Japan 2015 & Trade Missions in Asia	Greenhouse Grown Foods Inc. (dba Windset Farms)	\$24,405	EX	1

APPROVED CROP PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
EX128.02	BC Grown Endive Exports to Japan	Greenhouse Grown Foods Inc. (dba Windset Farms)	\$630	EX	
INN096	CurVbrush	Patrick Koczan	\$12,500	CBCAIP	2
INN117	BC Grown Hawthorn – New Product Research & Development	Naturally Grown Herb & Spice Producers Cooperative (HerbPro)	\$53,794	CBCAIP	
INN121	Proof of Concept for a Light Dispersing Plastic Covered Pod Concept Greenhouse	University of the Fraser Valley	\$221,520	CBCAIP	1
INN135 SP	Thermal Energy Storage Using Eutectic Salts to Extend Greenhouse Viability	Carmenia Farm	\$2,138	CBCAIP	
INN152	Ensuring Amblyseius Fallacis Supply for BC Berry Growers	Applied Bio-nomics Ltd.	\$204,375	CBCAIP	
INN155 SP	High Tunnel House for Red Currants	Berry Treasure Farm Ltd.	\$10,000	CBCAIP	
INN161	Regional Demonstrations of Newly Registered Plant Genetics	BC Grain Producers Association	\$122,796	CBCAIP	
INN162	Determining if Winter Wheat can Survive Northern Climates	BC Grain Producers Association	\$49,117	CBCAIP	
INN163	Impacts to Maturity & Yield by Adjusting Seeding Rate for Wheat & Canola	BC Grain Producers Association	\$73,677	CBCAIP	
INN164	Lentils Demonstration of a New Crop for the Peace Region	BC Grain Producers Association	\$49,117	CBCAIP	
INN165	Quinoa Demonstration of a New Crop for the Peace Region	BC Grain Producers Association	\$24,558	CBCAIP	
INN166	Development of Flax for Northern Climates	BC Grain Producers Association	\$73,677	CBCAIP	
INN167	Developing New Genetics for Improved Production	BC Grain Producers Association	\$49,117	CBCAIP	
INN168	New Field Pea Cultivars for Northern Peace Climates	BC Grain Producers Association	\$49,117	CBCAIP	
INN173 SP	Insecticide Chemistries Compatible with Chemigation - Fireworm & Tipworm; Weevil Suppression	BC Cranberry Marketing Commission	\$8,389	CBCAIP	
INN172 SP	Demonstration of Bumble Bee & Indicator Plant Gardens	BC Cranberry Marketing Commission	\$3,025	CBCAIP	
INN175	Intelligent Crop-Health Monitoring System	Ecoation Innovative Solutions Inc.	\$207,200	CBCAIP	
INN180	Evaluation of Spark™ Treatment on Eliminating Pathogens & Pests on Greenhouse Surfaces	Tech Mist Spray Solutions, Inc.	\$198,131	CBCAIP	
INN184 SP	Use of Humic Acid as Foliar Nutrition in Organic Vineyards	Kalala Organic Vineyards Ltd.	\$4,300	CBCAIP	
INN186 SP	Exploring Control of Foliar Cranberry Pests: Fireworm, Tipworm, Dearness Scale with a New Natural Pesticide - Neem	BC Cranberry Marketing Commission	\$2,500	CBCAIP	
INN187 SP	Carrot & Parsnip Variety Trials	Lower Mainland Horticultural Improvement Association	\$7,000	CBCAIP	
INN189	Designing Energy-Efficient LEDs Produce Growers	QuantoTech Solutions Ltd.	\$40,460	CBCAIP	
INN193	Earwigs for Biological Control: Evaluating a Much Maligned Insect as a Generalist Predator	Cawston Cold Storage Ltd.	\$140,160	CBCAIP	
A0759	Return on Research Investment Study	BC Grain Producers Association	\$35,888	SNF	1
A0767	Apple Clearwing Moth – Survey of a New Invasive Pest	BC Fruit Growers Association	\$31,040	SNF	
SP225	British Columbia Grape Industry Acreage Survey	BC Grapegrowers Association	\$6,600	SNF	
A0777	Gaining Entry to Japan for BC Cherries	BC Cherry Association	\$23,690	SNF	1

[1] Legal agreement pending;  
[2] Project approved but later withdrawn or terminated;  
🌱 See Funding Program legend on p.7



APPROVED CROP PROJECTS VALUE ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
INN108	BC Fruit & Veg – Stabilised, Dried & Value Added	North of 49 Naturals	\$170,000	CBCAIP	
INN111	Closed Loop Ambient Dryer	Rich Naturals Inc.	\$84,000	CBCAIP	
EX011	Winter Fancy Food Show 2014 & Expo West Anaheim	Ethical Bean Coffee Company Ltd.	\$10,900	EX	
EX013	Misty Mountain Market Development Initiatives - China & Australia March 2014	Misty Mountain Industries Ltd.	\$9,900	EX	
EX014	In-Market & In-Region Export Tactics for the Hong Kong & US Pacific Northwest Markets	Painted Rock Estate Winery Ltd.	\$2,450	EX	
EX016	Biofach, Germany February 2014	Pranin Health Inc.	\$1,565	EX	
EX019	Export Development: USA	Elephant Island Orchard Wines Ltd.	\$2,475	EX	
EX021	Developing Perseus' Presence in Hong Kong and China	Terrabella Cellars Inc. (dba Perseus Winery)	\$30,700	EX	2
EX027	DeeBee's Special Tea Foods Export Launch Initiative	DeeBee's Special Tea Foods Ltd.	\$6,150	EX	
EX028	Vista D'Oro Export Program	Vista D'Oro Farms Ltd.	\$10,925	EX	
EX032	ChaiCo Exports to Japan - 4th Quarter	The Chai Company	\$5,500	EX	
EX034	In-Market & In-Region Export Tactics: US Pacific Northwest Markets	Quails Gate Estate Vineyards Ltd.	\$483	EX	
EX035	In-market & In-region Export Tactics for the Hong Kong Market	Nk'Mip Cellars Inc.	\$3,225	EX	
EX037	SugarLike Sweetener Market Introduction	NutraEx Food Inc.	\$3,850	EX	
EX040	BC Food & Beverage Trade Mission to Aahar 2014 New Delhi, India	Agile Polyventure Group Ltd.	\$5,775	EX	
EX039	Meyer Family Vineyards: London Calling	Meyer Family Vineyards Inc.	\$1,668	EX	
EX043	FoodEX Japan 2014	Painted Rock Estate Winery Ltd.	\$2,550	EX	
EX044	USA Distribution of Big Mountain Foods Veggie Products	Big Mountain Foods	\$2,538	EX	
EX046	Export Development to India for BC Organic Wine	Kalala Organic Vineyards Ltd.	\$6,750	EX	
EX048	Wine Show Chengdu, PRC 2014	Averill Creek Vineyard	\$8,325	EX	
EX052	Export Marketing Expansion Plan for Asia	Bremner Foods Ltd.	\$8,220	EX	
EX017.02	HolyCrap: Trade Shows - USA	HapiFoods Group Inc.	\$8,000	EX	
EX027.02	NPA Expo West	DeeBee's Special Tea Foods Ltd.	\$32,350	EX	
EX054	Vista D'oro Export Program II	Vista D'Oro Farms Ltd.	\$18,500	EX	
EX058	ChaiCo SFH2014	The Chai Company	\$2,315	EX	
EX059	Ethical Bean 2014 US Markets	Ethical Bean Coffee Company Ltd.	\$18,840	EX	
EX061	Seoul Food 2014 - Wine Marketing for Hester Creek Estate Winery	Hester Creek Estate Winery	\$5,285	EX	
EX062	Hardbite Export Development	Naturally Home-grown Foods Ltd.	\$19,775	EX	
EX065	Develop Export Markets for Wine Products from BC Wine Studio	BC Wine Studio	\$5,672	EX	
EX066	Developing Export Markets for BC Wine - Seoul Food & Home 2014	Kalala Organic Vineyards Ltd.	\$5,300	EX	
EX066.02	Developing Export Markets for BC Wines	Kalala Organic Vineyards Ltd.	\$10,250	EX	1
EX067	In-market & In-region Export Tactics for the Hong Kong & US Pacific Northwest	BC Wine Institute	\$28,017	EX	
EX068	SugarLike Sweetner Market Introduction	NutraEx Food Inc.	\$11,465	EX	
EX069	HolyCrap – USA & International (2014-15)	HapiFoods Group Inc.	\$12,795	EX	
EX073	Misty Mountain Specialties Participa- tion in Summer Fancy Food Show, New York, June 2014	Misty Mountain Industries Ltd.	\$10,020	EX	
EX078	Export BC Agriculture Products to Mainland China	Arcadia Trading Inc.	\$27,592	EX	
EX079	International Marketing Collateral	Big Mountain Foods	\$4,750	EX	
EX080	Developing New Chinese Markets for Perseus Wines	Terrabella Cellars Inc. (dba Perseus Winery)	\$36,600	EX	
EX086	Vista D'Oro Export Program III	Vista D'Oro Farms Ltd.	\$4,850	EX	
EX089	Bittered Sling Continues to Expand Reach in US Market	Bittered Sling	\$7,753	EX	



APPROVED CROP PROJECTS VALUE ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
EX069.02	HolyCrap - USA & International (2014-15)	HapiFoods Group Inc.	\$3,350	EX	
EX096	DeeBee's Special Tea Foods Export Launch Initiative	DeeBee's Special Tea Foods Ltd.	\$23,100	EX	
EX097	Exposure for JusTea at New Products Expo West	JusTea	\$6,600	EX	2
EX098	Prowein	Meyer Family Vineyards Inc.	\$9,085	EX	
EX099	US Marketing Development	Laughing Stock Vineyards	\$14,550	EX	
EX100	ProWine - Shanghai	Averill Creek Vineyard	\$6,500	EX	
EX101	In-market Export Tactics for the US Pacific Northwest Markets	Tinhorn Creek Vineyards	\$2,675	EX	
EX103	US Marketing Development	Black Hills Estate Winery	\$3,300	EX	
EX104	US Marketing Development	Le Vieux Pin Winery	\$6,050	EX	
EX105	US Market Development	Painted Rock Estate Winery Ltd.	\$6,050	EX	
EX106	The 18th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries 2014	Lulu Island Winery	\$18,500	EX	
EX107	Wholefoods BCVQA Winetasting - Seattle	St. Hubertus Estate Winery Ltd.	\$2,250	EX	
EX108	Wholefoods BCVQA Winetasting - Seattle	Meyer Family Vineyards Inc.	\$2,500	EX	
EX109	ChaiCo Exports to Europe	The Chai Company	\$5,466	EX	
EX111	Elevate the World	Prosnack Natural Foods Inc.	\$15,125	EX	
EX112	In-market & In-region Export Visit to Asia	Quails Gate Estate Vineyards Ltd.	\$18,490	EX	
EX114	In-market & In-region Export Tactics for the Hong Kong & US Pacific Northwest Markets	Nk'Mip Cellars Inc.	\$3,175	EX	1
EX115	Vista D'Oro Export Program IX	Vista D'Oro Farms Ltd.	\$10,300	EX	
EX118	Jiva Organics Manufacturing & Distributing Inc.	Jiva Organics Manufacturing & Distributing Inc.	\$19,960	EX	
EX120	Burrowing Owl Estate Winery - AgriExport Application - ProWein	Burrowing Owl Vineyard Ltd.	\$8,750	EX	1
EX122	Western Canadian Japan-Korea Trade Mission	Bremner Foods Ltd.	\$2,813	EX	
EX124	Expo West 2015 Tradeshow Exhibition	Herbaland Naturals Inc.	\$17,125	EX	
EX127	Howe Sound Brewing Eastern United States Export Promotion	Howe Sound Brewing Company Ltd.	\$11,400	EX	
EX079.02	International Marketing Collateral	Big Mountain Foods	\$10,508	EX	
EX132	Hardbite Export Development	Naturally Home-grown Foods Ltd.	\$9,475	EX	
EX131	Trade Mission to Japan	Dead Frog Brewery	\$7,000	EX	2
EX133	Japan & Korea Trade Mission	Jinice Foods Ltd.	\$2,825	EX	





APPROVED CROP PROJECTS VALUE ADDED/PROCESSING

\*FUNDING PROGRAM LEGEND

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
EX124.02	Canada Food Expo Trade Mission to Japan & Korea November 2014	Herbaland Naturals Inc.	\$3,525	EX
EX134	US Export Expansion	Meyer Family Vineyards Inc.	\$2,550	EX
EX138	Increasing Trade Marketing of Soyganic Smoked Tofu into the US Market	Sunrise Soya Foods	\$26,325	EX
INN198	Micro-Maltery Pilot Project	Pemberton Distillery Inc.	\$14,775	CBCAIP
A0771	Investigation of a BC Cider Quality Assurance Program	BC Fruit Growers Association	\$27,200	SNF
A0770	The Current Feasibility & Working Business Models for Small Scale Commercial Hop Farming in BC	Persephone Brewing Company Inc.	\$25,700	SNF

[1] Legal agreement pending;  
[2] Project approved but later withdrawn or terminated;  
🌱 See Funding Program legend on right

2010	2010 Industry Opportunities Fund (BC Ministry of Agriculture)
AFFF	Agrifood Futures Fund, a trust funded under the former federal-provincial Safety Nets framework.
AQUA	Aquaculture Innovation Fund (BC Ministry of Agriculture)
BL	BC Government's Buy Local Program (BC Ministry of Agriculture)
CAAP	former federal Canadian Agricultural Adaptation Program (Agriculture & Agri-Food Canada)
CCAP	Climate Change Adaptation Program (Agricultue & Agri-Food Canada and the BC Ministry of Agriculture through the <b>Growing Forward 2</b> initiative)
CBCAIP	Canada-BC Agri-Innovation Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <b>Growing Forward 2</b> Initiative)
EX	BC Agrifoods Export Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <b>Growing Forward 2</b> Initiative)
LWTI	Livestock Waste Tissue Initiative (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture)
PIB/ERP	Poultry Industry Biosecurity/Emergency Response Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture)
RTF	Ranching Task Force Funding Initiative (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the former Agricultural Flexibility Fund)
SNF	former federal/provincial Safety Nets framework
TFMIII	Tree Fruit Market & Infrastructure Innovation Initiative (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the former Agricultural Flexibility Fund)



Photo of cider apples by Jaime Lauren Photography



“ Having access to the IAF and the funding programs they deliver is of immense benefit to my research program and ultimately to the cattle industry in British Columbia that I serve. Through their continued support we have had the ability in this province to develop regional advancement that is improving the industry, indirectly by better understanding and characterizing the nutritional and quality attributes of beef raised in BC, and directly by developing new tools that the producers can use on their own operations such as unmanned aerial vehicles. The ultimate goal of the research is to improve both the sustainability and competitiveness of the beef industry in British Columbia through the development of new innovations that provide tangible benefits that producers can utilize on their own operations.”

**DR. JOHN CHURCH, CATTLE RESEARCH CHAIR, THOMPSON RIVERS UNIVERSITY**



## LIVESTOCK, POULTRY & AQUACULTURE + VALUE ADDED

**British Columbia’s ranchers, farmers and beekeepers raise livestock and poultry for meat and an array of animal products from eggs and milk to honey. In turn, processors turn this into quality meat and seafood products, delectable cheeses and nutritious animal feed.**

These sectors also benefit from the wide range of funding programs which the Foundation delivers. In 2014, more than 40 new projects were approved for funding for almost \$3 million. The strategic initiative for farm animal care continued, working closely with industry to monitor and respond to animal welfare issues in the media.

The provincial Livestock Waste Tissue Initiative continued to help communities prepare for the possibility of a future mass carcass disposal event.

In the area of poultry biosecurity, implementation of the avian influenza strategic plan continues, with preparation for the registration of the captive insurance program to the Financial Institutes Commission, and supporting documentation to the Farm Industry Review Board for consideration. While the industry was hit by an unfortunate outbreak of avian influenza, the BC Poultry Association’s recent efforts to update and expand the emergency response plan meant better coordination and effectiveness in managing the outbreak, and the biosecurity program was instrumental in reducing the spread of the disease.

### Drones Broaden Horizons for BC Cattlemen

It may sound more like science fiction than cowboy poetry, but unmanned aerial vehicles, commonly referred to as drones, may be the next big thing in cattle management on the BC range.

“Drone technology has real potential as a tool for producers,” says Dr. John Church, who is leading the research at Thompson Rivers University. “It’s a way to extend your vision and bring more information to the producer.”

The drones are equipped with infrared thermography cameras that detect infrared energy emitted from objects and convert it to temperature. The result is an image of temperature distribution that allows ranchers to find cattle on the range, even under tree canopies. Being able to detect differences in body temperature in animals

can also be used to find sick animals, and evaluate metabolic efficiency to help select more efficient stock.

“New Zealand and Australia have been using drones for livestock, and it has been used for other animals for conservation work, but I am sure that we are the first to use drones with infrared thermography,” says Church.

One of the first questions that had to be answered was how close you could fly a drone without disturbing the cattle. Flights with local ranchers, and at a feedlot in Saskatchewan found that cattle are very tolerant to the noise and movement of drones, allowing them to fly within a few feet for close observation.

So far, Church and his team have built three drones and have plans to build two more to help evaluate which configurations are better suited to use on the range and in closer quarters like commercial feedlots.

“The next step is to get a drone into the hands of producers,” says Church. “We’ll be getting equipment that producers can use and doing workshops to help them use it.”

**FUNDING \$112,200 THROUGH THE CANADA-BC AGRICULTURE INNOVATION PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE. (INN112)**







APPROVED LIVESTOCK PROJECTS VALUE ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM ✿	
INN137 SP	New Cheese Product Packaging & Launch	The Farm House Natural Cheeses	\$10,000	CBCAIP	
EX087	Pacific Blends' Surimi Cryoprotectant Export Market Development	Pacific Blends Ltd.	\$1,975	EX	
EX116	Pork Jerky Export Initiative	Made-Rite Meat Products LP	\$16,500	EX	
EX125	Trade Networking - Building Trip to China	FG Deli Group (dba Freybe Gourmet Foods)	\$3,450	EX	1
EX135	30 years of SOO Jerky - Beyond Canada	Soo Jerky Ltd.	\$8,198	EX	
EX136	Developing Export Markets for Freeze-Dried Pet Food	Canature Processing Ltd.	\$6,800	EX	
INN131	Development of a 100% Locally Sourced BC Raw Pet Food Line	BC Association of Abattoirs	\$198,000	CBCAIP	
INN188	Design the Process to Produce Galactooligosaccharides from Milk Permeate	Vitalus Nutrition Inc.	\$28,500	CBCAIP	
INN201 SP	Bone Grinder Project	Red Dog Deli Raw Food Company Inc.	\$9,500	CBCAIP	
A0769	Viability Initiative – Federally Inspected Beef Packing Plant in BC	BCCA Program Delivery Inc.	\$124,000	SNF	
SP222	Development of a Strategic Communications Plan for the Abattoir Sector	BC Association of Abattoirs	\$10,000	SNF	

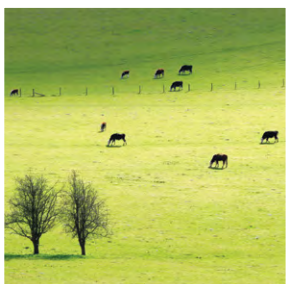
[1] Legal agreement pending;  
[2] Project approved but later withdrawn or terminated;  
✿ See Funding Program legend on p.7

APPROVED LIVESTOCK PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM ✿	
A0779	Kwantlen Polytechnic University Commercial Beekeeping Program	Kwantlen Polytechnic University	\$350,000	AFFF	
SI015	Implementation of a Natural Spawning System to Achieve Sustainable Commercial Scale Sablefish Production	Golden Eagle Sable Fish Inc.	\$50,000	AQUA	
RA CB02	Cooperative Maintenance & Enhancement of Agriculturally Significant Dams	Cariboo Cattlemen's Association	\$43,000	CCAP	
EX025	US Scallop Marketing Strategy	Coastal Shellfish Corporation	\$8,663	EX	
EX029	Organic Ocean Seafood Inc. – Expansion into US Market	Organic Ocean Seafood Inc.	\$28,900	EX	
EX057	BC Wild Salmon Export Development	British Columbia Salmon Marketing Council	\$29,948	EX	
EX072	Launch the Potential Buyers	Canadian Pacific Seafood Ltd.	\$3,450	EX	2
EX092	Develop New Business in Emerging Markets for BC Seafood	Pacific Rim Shellfish (2003) Corp.	\$18,050	EX	
EX092.02	Develop New Business in Emerging Markets for BC Seafood	Pacific Rim Shellfish (2003) Corp.	\$3,550	EX	
EX126	Golden Eagle Aquaculture Tradeshow	Golden Eagle Aquaculture Inc.	\$20,175	EX	
INN113	Determination of Vitamin K2 levels in Canadian Dairy & Beef	Thompson Rivers University	\$38,000	CBCAIP	
INN126	Direct Visual Embryo Retrieval & Exchange	Cache Creek Veterinary Hospital	\$380,000	CBCAIP	
INN127	Beef Industry Technology Transfer System	BCCA Program Delivery Inc.	\$132,194	CBCAIP	
INN130 SP	Practical Application of AI in Asian Water Buffalo	G G McClintock	\$5,000	CBCAIP	
INN132	Development of an Added “Marketplace” Feature to BC BeefNET	BC Association of Abattoirs	\$264,900	CBCAIP	
INN134	BC Beef Quality Information System – Pilot Auditing Program	BC Association of Abattoirs	\$50,365	CBCAIP	
INN138 SP	Effect of Stocking Density on the Expression of Estrus	The University of British Columbia	\$10,000	CBCAIP	
INN139 SP	Effects of Pre-pubertal Growth Rate on Puberty & Estrus Behaviour of Holstein Heifers	The University of British Columbia	\$10,000	CBCAIP	
INN149	BMPs for Protecting Drinking Water from Pathogens from Cattle Grazing	The University of British Columbia	\$44,000	CBCAIP	
INN151	The Gumby Tag Project	KRL Solutions Ltd.	\$109,904	CBCAIP	
INN158	Predaceous Mites for Biological Control of the Varroa Mite	Contech Enterprises Inc.	\$17,725	CBCAIP	
INN174	The Welfare of Dairy Cows in Automated Milking Systems	The University of British Columbia	\$67,000	CBCAIP	
INN159	Demonstration of Nutrient Recovery System for Dairy Manure & Digestate	Seabreeze Farm Ltd.	\$325,900	CBCAIP	
INN190	Pathogen & Mold Spore Eradication in Reclaimed Animal Bedding	GreenScene AgriTek Inc.	\$100,000	CBCAIP	
INN192	Selective Attenuation of Salmonella in Poultry using Novel Feed Additives	NovoBind Livestock Technologies Inc.	\$415,000	CBCAIP	
INN195	Aqua Cow Rise System Project	AgWest Veterinary Group Ltd.	\$15,650	CBCAIP	
INN199	Used Horse Bedding & Poultry Litter Gasification Feasibility Study	BC Agriculture Research & Development Corp.	\$115,500	CBCAIP	
INN200	Grower Dashboard	BC Chicken Marketing Board	\$39,750	CBCAIP	
LWTI095	GIS Study to Determine Possible Farm & Central Sites for Emergency Mass Livestock Carcass Disposal in the Columbia-Shuswap Regional District	Investment Agriculture Foundation of BC	\$27,825	LWTI	
LWTI096	GIS Study to Determine Possible Farm & Central Sites for Emergency Mass Livestock Carcass Disposal in the Regional District of Central Kootenay	Investment Agriculture Foundation of BC	\$33,600	LWTI	1
AIF018	Non-Regulated Poultry Biosecurity Guide Outreach	BC Chicken Marketing Board	\$40,000	PIB/ERP	
A0757	Developing a Management Plan, Policies & Agriculture Consultation Plan for the Establishment of the Nechako-Fraser Agriculture Community Forest Agreement	Prince George Cattlemen Association	\$35,150	SNF	2
A0776	Worker Exposure to Hydrogen Sulfide During the Initial Agitation & Pumping of Liquid Manure	BC Dairy Association	\$47,500	SNF	



“ The results of the Buy BC project are very good news for the BC agrifood industry and indicate that continuing and expanding the Buy BC Food program to other retailers could be a major contributor to the industry. Funding through IAF allowed BCFPA to build a solid platform that can be expanded to include other retail stakeholders and provide valuable information to consumers seeking to purchase BC products.” **JAMES DONALDSON, CEO, BC FOOD PROCESSORS ASSOCIATION**



# PAN AGRICULTURE

**Not all agricultural initiatives and projects fit neatly into “plant” or “animal” categories. Some cross multiple commodity groups, while others are designed to broadly assist the entire agriculture and processing sectors. In 2014, more than 50 new projects were approved for over \$1.6 million.**

The Foundation often funds projects led by local governments where the intent is to make agriculture more viable or address urban/rural interface issues.

Helping BC food 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 Agrifoods Export Program, are also Foundation priorities that cross multiple sectors.

Initiatives aimed at addressing environmental issues and enhancing sustainability also continued as an area of focus in 2014.

In partnership with ARDCorp, IAF delivered *Growing Forward 2* funding to the BC Agriculture and Food Climate Action Initiative for the implementation of adaptation practices and initiatives identified in regional climate adaptation strategies from across the province.

The Agriculture Environment Initiative continued to support projects to help the agriculture and food industry reduce its

impact on the environment, as well as build positive long-term relationships with environmental interests and agencies. In total, 11 of the 27 approved projects have been completed under this initiative, totaling investments of more than \$320,000. In 2015, IAF is pleased to deliver the Agrifood Environment Initiative which provides funding for projects that enable industry to deal with environmental issues and adopt more sustainable practices.

## All Signs Pointing BC Shoppers to Local

While a growing love for all things local runs throughout BC, turning a passion into a purchase can still be challenging for both industry and consumers.

According to the BC Food Processors Association (BCFPA), identification is a significant barrier.

“Locating BC products in most grocery stores is not the easiest exercise,” explains James Donaldson, BCFPA’s CEO. “There’s a lot of uncertainty for shoppers trying to navigate.”

To help consumers more easily identify and purchase locally produced products, the BCFPA partnered with Safeway to launch the Buy BC Food campaign.

Using Buy Local funding they developed a series of in-store and online promotions showcasing BC producers and processors in 76 BC Safeway stores, including distinct signage, contests, demonstrations, radio spots, and the first ever “Buy BC Food Race,” which highlighted just how easy it is to find BC products with the new signage. Buybc-food.ca was also developed and currently lists over 2,000 BC products available at Safeway stores throughout the province.

Once shoppers were able to easily distinguish BC products, the choice was simple and the preference for local, easy to quantify.

“Within the first four months of the program, sales of BC products increased by over \$5 million,” reports Donaldson.

Companies like Olympic Dairy are one of the many benefiting from enhanced exposure.

“The high profile launch of the Buy BC Food program increased awareness of our products,” says Lyall Torrence, Director of Key Accounts for Olympic Dairy. “The in-store identifiers are key for making it easy for consumers to find BC products.”

The project also helped grow the roster of locally available products by offering industry workshops on accessing retail buyers. “Winning Product Presentations” and “Meet the Grocer” provided practical tips, resources and networking opportunities to participants, resulting in several new retail listings.

After the pilot program’s success, the BCFPA plans to expand Buy BC Food to more retailers and is working with other Buy Local participants towards a self-sustaining local awareness program.

For Donaldson, having key resources already in place is critical for next steps.

“The online registration system and database will continue to provide an important vehicle for increasing awareness and sales of BC agrifoods,” he says.

**FUNDING: \$65,000 THROUGH THE BC GOVERNMENT’S BUY LOCAL PROGRAM. (BL036)**







APPROVED PAN AGRICULTURE PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
EX038	Promote AJM Glacial Water on China Import & Export Fair	AJM International Development Corp.	\$6,250	EX	2
RA PC05	Evaluation of Irrigation Potential in the BC Peace Region	BC Grain Producers Association	\$88,000	CCAP	
A0745 ES	Building Wealth through Agriculture	Seabird Island Band	\$45,000	AFFF	
A0756 ES	Assessing Agriculture for Economic, Employment & Cultural Benefits	Nak'azdli Band Council	\$14,164	AFFF	
SP223 ES	Tipi Mountain Market Opportunity Assessment	St. Mary's Indian Band	\$10,000	AFFF	
A0764 ES	"All Living Things" Ethnobotany, Native Plant Horticulture & Reclamation Manual	Tipi Mountain Eco-Cultural Services Ltd.	\$10,000	AFFF	2
FI01	Using Management Intensive Grazing for Adapting to & Mitigating Climate Change	Thompson Rivers University	\$138,320	CCAP	
RA CW06	Integrated Farm Water Planning Pilot (Phase 2)	Cowichan Valley Regional District	\$90,300	CCAP	
RA DL09	Delta Drainage & Sub-Irrigation Project	Delta Farmers Institute	\$27,500	CCAP	
RA DL07	Flooding Preparedness & Mitigation Pilot Project (Phase 2)	Delta Farmers Institute	\$55,500	CCAP	
RA PC04	Feasibility Study: Defining a New Approach to Agricultural Land Use Inventory in the Peace	Partnership for Water Sustainability in British Columbia	\$5,500	CCAP	
RA DL08	Delta Agriculture & Climate Change Outreach & Education Pilot Project	Delta Farmers Institute	\$46,337	CCAP	
RA DL06	Forum: Agricultural Vulnerabilities to Coastal Flooding in BC's Lower Mainland	Delta Farmers Institute	\$6,483	CCAP	
EX002	Everfresh Foods Inc. Further Develops their Export Sales into China	Everfresh Foods Inc.	\$11,850	EX	
EX012	Middle East Export Market Development - 2014	British Columbia Gourmet Foods Canada Inc.	\$8,270	EX	
EX026	Bittered Sling Breaks into the US Market	Bittered Sling	\$12,023	EX	
EX033	Marketing Martin's Marvelous Naturals Products in New & Existing International Markets	FX-Foods Inc.	\$11,650	EX	
EX041	Getting More Customers in China	Aquaterra Corp. (Canadian Springs)	\$8,250	EX	2
EX049	Silver Hills Bakery - USA business	Silver Hills Bakery	\$17,102	EX	
EX051	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$50,000	EX	
EX056	US Export Market Development	Tartine Tarts Inc.	\$21,225	EX	

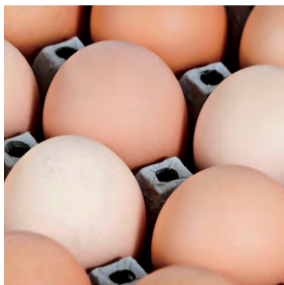
APPROVED PAN AGRICULTURE PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
EX060	Silver Hills Bakery – Tradeshow Booth for USA Market	Silver Hills Bakery	\$49,969	EX	
EX063	Mission to Texas for Business Development	FX-Foods Inc.	\$14,323	EX	
EX064	International Trade Shows & Product Launches	Organika Health Products Inc.	\$14,230	EX	
EX074	"Paris in a Chocolate" New York Fancy Food Show	Chef Ann Kirsebom's Gourmet Sauces/ BBQ Ltd.	\$7,395	EX	
EX070	Food Trade Show in the USA Markets	Nana's Kitchen & Hot Sauce Ltd.	\$26,040	EX	
EX075	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$44,500	EX	
EX076	Golden Bonbon	Asti Holdings Ltd.	\$5,756	EX	
EX082	Business Development in the US	Brockmann's Chocolate Inc.	\$946	EX	
EX085	Fancy Food Show New York June 26-July 1, 2014	Trumps Food Interests Ltd.	\$7,150	EX	
EX088	Sea to Sky Seasonings – Fancy Food Show – Market Research	Sea to Sky Seasonings Inc.	\$3,150	EX	
EX094	Everfresh Foods Inc. Further Develops their Export Sales into China & U.A.E./Oman	Everfresh Foods Inc.	\$23,400	EX	
EX075.03	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$2,900	EX	
EX085.02	Taste of Canada San Francisco 2014 - November 3-4, 2014	Trumps Food Interests Ltd.	\$2,275	EX	
EX110	Golden Bonbon	Asti Holdings Ltd.	\$3,107	EX	
EX117	Business Development in the US	Brockmann's Chocolate Inc.	\$6,084	EX	
EX074.02	"Paris in a Chocolate"	Chef Ann Kirsebom's Gourmet Sauces/ BBQ Ltd.	\$4,463	EX	
EX121	Western Canadian Japan-Korea Trade Mission	Asti Holdings Ltd.	\$2,043	EX	
EX121.02	Golden Bonbon	Asti Holdings Ltd.	\$6,467	EX	
EX129	Winter Fancy Food Show 2015	Gourmet Savories Inc.	\$4,300	EX	1
EX130	Exporting Craving Asian Foods	Craving Asian Foods	\$4,850	EX	
EX075.04	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$1,800	EX	
EX137	Funding Application for Japan	Cheena Canada Ltd.	\$34,300	EX	1
INN146	Risk Based Decision Support Tool for Managing Mixed Use Community Watersheds	The University of British Columbia	\$33,513	CBCAIP	
INN148	Moving Forward - New Opportunities for Industry	Invasive Species Council of BC	\$131,700	CBCAIP	
INN157	Waste Heat Energy Capture from Compost for Use in Agriculture	Net Zero Waste Abbotsford Inc.	\$42,315	CBCAIP	
INN171	Designing a Multiplex Diagnostic Kit for Simultaneous Detection of 4 Major Pathogenic Bacteria	SFE Laboratories Inc.	\$248,520	CBCAIP	
INN185	Development of a Potassium Phosphate Fertilizer from Biodiesel Production & FFA Removal in Used Cooking Oil	Earth Renu Energy Corp.	\$45,875	CBCAIP	
SP227	Grasslands Summit	Grasslands Conservation Council of BC	\$9,806	SNF	
A0773	Young Agrarians Business Mentorship Network Pilot	FarmFolk CityFolk Society	\$40,000	SNF	
A0775	Agricultural Organization Governance for the Future	BC Council of Marketing Boards	\$120,500	SNF	

[1] Legal agreement pending;  
[2] Project approved but later withdrawn or terminated;  
🌱 See Funding Program legend on p.7



“ The Southern Gulf Islands Electoral Area would not have been able to complete its Agricultural Land Use Inventory and Agricultural Water Demand Model without the support and funding from the Investment Agriculture Foundation. This key information collection exercise will enable the Southern Gulf Islands to have an informed process to develop their Food and Agriculture Strategy. The support of the IAF enabled the data collection phase to be accompanied by public information sessions where stakeholders could share their input and make informed decisions.” **JEFF WEIGHTMAN, PLANNER, CAPITAL REGIONAL DISTRICT**



## BOARD INITIATIVES

**High priority issues of a cross-sectoral or pan-agricultural nature do not always have an industry champion with the necessary resources to lead on a strategic initiative or project.**

In this case, the Foundation is sometimes asked to partner with industry or assume 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 the Foundation's mandate and funding principles. Examples of this type of activity include the ongoing Small Projects, Emerging Sectors 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. 15 new projects were approved in 2014, totalling a commitment of nearly \$120,000.

A recent policy change was made to clarify funding for producer education events. These may be eligible if they deal with an urgent issue that requires immediate attention, such as a regulatory change or a pest or disease management issue, but recurring events are not. The demonstration of new practices may also qualify, as will small applied research projects and market research for a sector.

Funding can be provided through any of the programs the Foundation 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.

THE SMALL PROJECTS PROGRAM MAKES UP TO \$10,000 IN FUNDING AVAILABLE FOR ELIGIBLE PROJECTS THROUGH THE VARIOUS PROGRAMS DELIVERED BY THE FOUNDATION.

### Emerging Sectors Initiative

In 2010, the Foundation established the Emerging Sectors Initiative to work with groups and individuals attempting to expand the frontiers of agriculture into new areas. Interest has been high, with many clients approaching the Foundation for the first time.

Since then, 25 new projects – ranging from apiculture and goats to small lot agriculture and bioproducts – were approved for more than \$715,000 in funding.

THE EMERGING SECTORS INITIATIVE PROVIDES FUNDING TO ELIGIBLE PROJECTS THROUGH THE FEDERAL-PROVINCIAL AGRIFOOD FUTURES FUND AND OTHER PROGRAMS DELIVERED BY THE FOUNDATION.

### Agricultural Area Planning Program

The Agricultural Area Planning Program provides funding to bring local governments and the agricultural community together to develop a local, shared vision for the future of agriculture and improve the viability of farming in municipalities and regional districts around British Columbia.

Since 1999, 50 projects aimed at creating or updating agricultural area plans, strategies or land use inventories have been approved for funding including four new ones in 2014. (see page 16)

The Regional District of East Kootenay, City of Kamloops and Sunshine Coast Regional District completed projects in 2014, bringing the number of plans completed with funding support through the Foundation to 34.

NEW PROJECTS ARE FUNDED THROUGH THE FORMER FEDERAL-PROVINCIAL SAFETY NETS FRAMEWORK.

### Putting Ag on the Map in the Southern Gulf Islands

It's hard to make a plan when you don't know where you are starting from, so when it came to creating a food and agriculture strategy for the Southern Gulf Islands, the first step was to get out the map and take stock of what was already there.

The Southern Gulf Islands cover 216 km<sup>2</sup> across 70 islands and islets in the Salish Sea, including Galiano, Mayne, North and South Pender and Saturna Island. Public open houses were held on each of the major islands, followed by visual inspections of each of the agricultural properties to determine the specifics of their agricultural activity.

“A land use inventory has never been done for the Southern Gulf Islands,” says Jeff Weightman, planner with the Capital Regional District. “This is a paramount foundation piece for developing a local food and agriculture plan for this area.”

The inventory and planning process are unique in that they include significant input from First Nations in the area who provided information about indigenous food systems as well as current agricultural uses.

The information gathered in the Agricultural Land Use Inventory will be used to develop a local food and agriculture strategy for the Southern Gulf Islands, and feed into the food and agriculture strategy and regional sustainability strategy being developed by the Capital Regional District.

“If communities like these don't put effort into economic development for agriculture and supporting farmers, they are going to lose them,” says Weightman. “They depend on food and agriculture for a lot of economic benefits, and they have to be able to sustain it if they are going to carry on growing their own food, which is critical for community resilience.”

FUNDING: \$14,124 THROUGH THE FORMER FEDERAL-PROVINCIAL SAFETY NETS FRAMEWORK. (B0016.41)



Completed Pan Agricultural Projects					Completed Pan Agricultural Projects				
File No.	Project Title	Project Lead	IAF's Share	Funding Program *	File No.	Project Title	Project Lead	IAF's Share	Funding Program *
A0711	Beyond the Market: New Farm Development Initiative	Community Futures Fraser-Fort George	\$33,021	SNF	A0697 ES	First Nations Skilled Agriculture Labour Pool Development (Phase 1)	Aboriginal Agricultural Education Society of British Columbia	\$10,674	CAAP
W0190 ES YT1108CO	Foundational Agrifood System Design for the Yukon Territory	Yukon Agricultural Association	\$22,645	CAAP	A0700 ES	Sylx Ethical Agricultural Project	Okanagan Indian Educational Resources Society	\$36,750	CAAP
BL013	Grow Local - Buy Local - Eat Local	Sooke Region Food Community Health Initiative Society	\$5,600	BL	A0718 ES	Sek'wel'was Agriculture Project	Cayoose Creek St'at'imc	\$84,843	CAAP
RTF027	Carbon Soil Sequestration: Implementing a Natural Capital Program for Working Ranches	Grasslands Conserva- tion Council of BC	\$99,520	RTF	A0722 ES	Crop Suitability & Agriculture Feasibility Study	Splatsin First Nation	\$26,777	CAAP
A0732 ES	Feasibility of Agricultural Development Tobacco Plains Indian Band & Grasmere BC Community	Tobacco Plains Indian Band	\$31,342	CAAP	A0724 ES	The (Sm)Art Farm Project - Market Research & Model Development	Deer Crossing - The Art Farm Society	\$30,000	CAAP
BL036	Buy BC Foods Promotional Campaign	BC Food Processors Association	\$65,000	BL	A0726 ES	Canim Lake Band - Community Agriculture Development Plan	Canim Lake Band	\$10,500	CAAP
BL041	Local Farms/Local Foods	Victoria Downtown Public Market Society	\$9,922	BL	A0734 ES	Organic Sector Resource Toolkits	Certified Organic Associations of British Columbia	\$21,672	AFFF
AF014-A137	Gap Analysis of Food & Beverage Sector Strategies & Priorities	BC Food Processors Association	\$49,000	AFFF	A0738	BC's Agricultural Fairs & Their Impact in BC Communities	BC Association of Agricultural Fairs & Exhibitions	\$19,933	CAAP
BL047	Buy Local Marketing Handbook	Splash Media Group Inc.	\$5,000	BL	BL010	North Cariboo Farm Country, Grown For You, Branding Expansion & Awareness Project	Quesnel Community & Economic Develop- ment Corporation	\$22,000	BL
AF014-A136	Aligning Data on BC's Processors with the Latest Retailer Needs	BC Food Processors Association	\$34,205	AFFF	SP223 ES	Tipi Mountain Market Opportunity Assessment	St. Mary's Indian Band	\$10,000	AFFF
EX005	Food Trade Shows	Nana's Kitchen & Hot Sauce Ltd.	\$8,638	EX	EX075.04	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$1,800	EX
RA PC02	Increasing Availability of Agriculturally Relevant Weather Data Phase 1	BC Grain Producers Association	\$6,598	CCAP	EX110	Golden Bonbon	Asti Holdings Ltd.	\$3,107	EX
EX007	Golden Bonbon	Asti Holdings Ltd.	\$7,460	EX	Completed Livestock Projects Value Added/Processing				
EX012	Middle East Export Market Development - 2014	British Columbia Gourmet Foods Canada Inc.	\$8,270	EX					
EX013	Misty Mountain Market Development Initiatives - China & Australia March 2014	Misty Mountain Industries Ltd.	\$9,900	EX					
EX016	Biofach, Germany February 2014	Pranin Health Inc.	\$1,565	EX					
EX033	Marketing Martin's Marvelous Naturals Products in New & Existing International Markets	FX-Foods Inc.	\$11,198	EX					
EX037	SugarLike Sweetener Market Introduction	NutraEx Food Inc.	\$3,252	EX					
EX040	BC Food & Beverage Trade Mission to Aahar 2014 New Delhi, India	Agile Polyventure Group Ltd.	\$4,209	EX	BL033	Promote CERTIFIED BC BEEF: Born, Raised & Processed in BC	BC Association of Cattle Feeders	\$10,250	BL
EX049	Silver Hills Bakery - USA business	Silver Hills Bakery	\$6,774	EX	RTF025	Building Unity Between BC Producers & Processors	BC Association of Cattle Feeders	\$153,535	RTF
EX051	International Export Plan for Smart Soup	Global Gourmet Foods Inc.	\$34,440	EX	INN102	Develop the Technology to Produce a Prebiotic from Milk Permeate	Vitalus Nutrition Inc.	\$94,099	CBCAIP
EX060	Silver Hills Bakery – Tradeshow Booth for USA Market	Silver Hills Bakery	\$35,236	EX	SP222	Development of a Strategic Communications Plan for the Abattoir Sector	BC Association of Abattoirs	\$10,000	SNF
EX064	International Trade Shows & Product Launches	Organika Health Products Inc.	\$11,615	EX	BL015	Expansion of BC Beef Quality Information System to Include all Red Meat Sectors & Cell Phone App to Locate Regional Meat Producers, Processors, Stores & Restaurants	BC Association of Abattoirs	\$60,750	BL
EX070	Food Trade Show in the USA Markets	Nana's Kitchen & Hot Sauce Ltd.	\$23,505	EX	INN188	Design the Process to Produce Galactooligosaccharides from Milk Permeate	Vitalus Nutrition Inc.	\$28,243	CBCAIP
EX073	Misty Mountain Specialties Participation in Summer Fancy Food Show , New York June 2014	Misty Mountain Industries Ltd.	\$9,456	EX	RTF013	Developing a Hide Value Chain & a Market for Beef By-Product Utilization	BC Association of Abattoirs	\$91,218	RTF
EX074	“Paris in a Chocolate” New York Fancy Food Show (SFFS)	Chef Ann Kirsebom’s Gourmet Sauces/ BBQ Ltd.	\$7,395	EX	* See Funding Program legend on p.7				
EX074.02	“Paris in a Chocolate”	Chef Ann Kirsebom’s Gourmet Sauces/ BBQ Ltd.	\$4,463	EX					
EX076	Golden Bonbon	Asti Holdings Ltd.	\$5,756	EX					
EX082	Business Development in the US	Brockmann's Chocolate Inc.	\$838	EX					
EX085	Fancy Food Show New York, June 26 to July 1st 2014	Trumps Food Interests Ltd.	\$6,777	EX					
EX087	Pacific Blends' Surimi Cryoprotectant Export Market Development	Pacific Blends Ltd.	\$1,863	EX					
EX088	Sea to Sky Seasonings – Fancy Food Show – Market Research	Sea to Sky Seasonings Inc.	\$2,924	EX					
EX085.02	Taste of Canada San Francisco 2014 - November 3-4, 2014	Trumps Food Interests Ltd.	\$1,914	EX					
A0669	BC Agriculture Sector Labour Communication Strategy - Phase 1	BC Agriculture Council	\$29,405	2010					
A0681	Leading the Way: Horticulture Invasive Plant Certification Pilot Project	Invasive Species Council of BC	\$107,000	CAAP					



Completed Crop Projects - Primary Agriculture					Completed Crop Projects - Primary Agriculture				
File No.	Project Title	Project Lead	IAF's Share	Funding Program *	File No.	Project Title	Project Lead	IAF's Share	Funding Program *
W0174 BC0174CO	Influence of Climate Change on New Genetics & Agronomic Practices	BC Grain Producers Association	\$472,373	CAAP	EX050	Japan Food EX 2014	South Alder Farms Ltd.	\$1,904	EX
A0684.01	Research & Demonstration of Re-vegetation of Disturbed Land by Oil & Gas Activities	Peace River Forage Association of BC	\$177,550	CAAP	EX119	India BC Export Trade Mission	BC Hot House Foods Inc.	\$4,860	EX
A0720	Ornamental Landscape Industry Survey Part 1: Identifying Scope & Priorities for Industry Survey	BC Landscape & Nursery Association	\$5,150	SNF	A0664	Reducing Bitter Pit in Apples with Foliar Applications of Apogee	BC Tree Fruits Cooperative	\$26,633	CAAP
W0172 QP6651CO	Assessing the Effect of Various Pesticides on Predatory Mite Populations in Apple Orchards	Centre de recherche agroalimentaire de Mirabel	\$10,500	CAAP	A0666	Treatment of Bartlett Pears with 1-MCP	BC Tree Fruits Cooperative	\$52,156	CAAP
W0179 QP6691CO	New Strategies for Day-Neutral Strawberry Fertilization	Institut de recherche et de developpement en agroenvironnement inc.	\$10,500	CAAP	A0707	Cultural Innovations for New Blueberry Cultivars ('Liberty', 'Aurora' & 'Draper') to Overcome Developing Production Challenges	BC Blueberry Council	\$39,986	CAAP
W0185 QP6703CO	Proposal to Establish a Promotion & Research Agency for the Canadian Strawberry Industry	Association des producteurs de fraises et de framboises du Québec	\$20,750	CAAP	A0708	Unregulated Ready-to-Eat Fresh Produce & Asian Vegetable Grower Assistance	BC Vegetable Marketing Commission	\$50,891	SNF
W0193 QP6695CO	Adapting a Tool for Scouting Cranberry Tipworm Adults for Cranberry Production	Institut de recherche et de developpement en agroenvironnement inc.	\$19,400	CAAP	A0721	Accessing Emerging Markets for BC Forages - Pilot Project	BC Forage Council	\$44,364	SNF
A0725 ES	Building Community Capacity in Native Plant Propagation & Reclamation	Saulteau First Nations	\$114,849	CAAP	A0729	Determining the Causes of Poor Fruit Set & Yield Loss in Blueberry Cultivars, 'Liberty' & 'Draper'	BC Blueberry Council	\$12,856	CAAP
BL009	Ramping up the "Born in BC, Raised in the Okanagan" Value Chain Program for New PARC Apple Varieties	Summerland Varieties Corporation	\$24,970	BL	A0730	Blueberry Production Innovations via Plant Growth Regulators (PGRs), Cooler Storage & Pruning	BC Blueberry Council	\$10,929	CAAP
BL016	Native Plant Nursery, Ethnobotanical Agriculture Product & Agri-Tourism Marketing	Cayoose Creek St'tat'imc	\$39,611	BL	AF015-A216	Food Safety Education Program for Direct Market Blueberries	BC Blueberry Council	\$67,286	AFFF
BL026	British Columbia Ambrosia Apples – Consumer Awareness, Engagement & Education	New Tree Fruit Varieties Development Council	\$50,000	BL	BL001	Discover BC Cranberries	BC Cranberry Marketing Commission	\$12,080	BL
BL027	BCGGA Greenhouse Vegetable Buy Local Generic Branding & Marketing Project	BC Greenhouse Growers Association	\$100,000	BL	BL003	British Columbia Seed Potato Web Platform Project: Raising Awareness of the Value of BC Certified Seed Potatoes	BC Certified Seed Potato Growers Association	\$4,750	BL
SP204	Apple Research & Promotion Agency - Information Sessions & Vote	BC Fruit Growers Association	\$6,828	CAAP	INN173 SP	Insecticide Chemistries Compatible with Chemigation - Fireworm & Tipworm; Weevil Suppression	BC Cranberry Marketing Commission	\$8,389	CBCAIP
A0736	Web-based Tree Fruit Production Guide	BC Fruit Growers Association	\$18,891	SNF	INN184 SP	Use of Humic Acid as Foliar Nutrition in Organic Vineyards	Kalala Organic Vineyards Ltd.	\$4,300	CBCAIP
BL029	"Buy BC Floral" Marketing Campaign Pilot Project	United Flower Growers Co-op	\$34,106	BL	SP203	Consultation Process to Determine Interest in Formation of a BC Cherry Industry Development Council	Okanagan Kootenay Cherry Growers Association	\$5,226	CAAP
SP207 ES	Demonstration & Preliminary Investigation into Quinoa as a Commercial Crop Option	Stswecem'c/Xgat'tem First Nation	\$6,999	CAAP	SP208	Potential Fungicides for Control of Downy Mildew of Blackberry: Efficacy & Crop Tolerance	Lower Mainland Horticultural Improvement Association	\$3,100	CAAP
W0208 QP6799	Study on the Efficiency of Different Spraying Techniques in Cranberry Production in Quebec	Institut de recherche et de developpement en agroenvironnement inc.	\$20,100	CAAP	SP210	Reduced-Risk Pest Management & New Herbicides for Cranberries in BC	BC Cranberry Marketing Commission	\$9,157	CAAP
TFM028	Winfield Pre-Grade Pre-Size Apple Line	BC Tree Fruits Cooperative	\$735,150	TFMIII	SP211	Distribution of Rusty Tussock on Fraser Valley Cranberry Farms	BC Cranberry Marketing Commission	\$1,312	CAAP
TFM032	Improvement of IPM for Cherry Fruitworm in BC Orchards	BC Fruit Growers Association	\$12,190	TFMIII	SP215	Developing a Data Package for Registration of a Viral Biopesticide for the Invasive Species Spodoptera exigua (Beet Army Worm)	BC Greenhouse Growers Association	\$9,775	CAAP
TFM038	Oliver Cherry Line Trickle Filler	BC Tree Fruits Cooperative	\$43,500	TFMIII	EX083	BC Tree Fruits 2014 Crop Year Export Program	BC Tree Fruits Cooperative	\$17,620	EX
TFM036	Pilot Project to Establish Market Access for BC Cherries to China - Verification of "Brown Sugar Test"	BC Cherry Association	\$21,267	TFMIII	Completed Crop Projects - Value Added/Processing				
TFM037	Cherry Sizing & Defect Sorting Technological Upgrade	BC Tree Fruits Cooperative	\$501,250	TFMIII	File No.	Project Title	Project Lead	IAF's Share	Funding Program *
EX003	BCfresh International Business Development Project	BC Fresh Vegetables Inc. (dba BCfresh)	\$10,511	EX	BL011	Perfect Pairings BC	BC Wine Institute	\$100,000	BL
EX018	Promotion of BC Fruit Varieties	Summerland Varieties Corporation	\$29,245	EX	BL028	BC VQA & BC Agrifood Wine Pairing Ambassador Program	BC Wine Institute	\$37,035	BL
EX020	BC Tree Fruits Winter 2014 Export Program	BC Tree Fruits Cooperative	\$23,515	EX	EX001	EXPO WEST 2014 Tradeshow Exhibition	Herbaland Naturals Inc.	\$15,731	EX
EX023	BC Blueberry India Export Enhancement Project	BC Blueberry Council	\$13,936	EX	EX002	Everfresh Foods Inc. Further Develops their Export Sales into China	Everfresh Foods Inc.	\$6,664	EX
EX028	Vista D'Oro Export Program	Vista D'Oro Farms Ltd.	\$9,143	EX	EX004	Everland Natural Foods	Everland Natural Foods Inc.	\$25,528	EX
EX030	FOODEX Japan 2014 Trade Show	Greenhouse Grown Foods Inc. (dba Windset Farms)	\$5,249	EX	EX006	World of Pinot Noir & IPNC in Oregon	Meyer Family Vineyards Inc.	\$1,240	EX
EX036	Developing Export Markets for Fresh BC Blueberries	Fresh Concept Canada Ltd.	\$1,644	EX	EX008	Export Development - USA & Hong Kong	Laughing Stock Vineyards	\$4,910	EX
EX042	Exploring & Establishing CFP Exports in Asia	Consolidated Fruit Packing Ltd.	\$4,838	EX	EX009	Hardbite Export Development	Naturally Homegrown Foods Ltd.	\$12,062	EX
					EX010	In-Market & In-Region Export Tactics for the Hong Kong & US Pacific Northwest Markets	BC Wine Institute	\$7,871	EX
					EX011	Winter Fancy Food Show 2014 & Expo West Anaheim	Ethical Bean Coffee Company Ltd.	\$10,900	EX
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COMPLETED CROP PROJECTS					COMPLETED LIVESTOCK PROJECTS				
VALUE ADDED/PROCESSING					PRIMARY AGRICULTURE				
FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM ✦	FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM ✦
EX014	In-Market & In-Region Export Tactics for the Hong Kong & US Pacific Northwest Markets	Painted Rock Estate Winery Ltd.	\$381	EX	RTF008	Rapid Profiling of Fatty Acids in Enhanced Beef Samples by Capillary Zone Electrophoresis & MALDI-TOF MS	Thompson Rivers University	\$510,210	RTF
EX017	HolyCrap - USA	Hapifoods Group Inc.	\$9,340	EX	RTF009	Early Disease Detection & Use of Nitric Oxide	UBC Infectious Diseases	\$284,042	RTF
EX019	Export Development: USA	Elephant Island Orchard Wines Ltd.	\$2,475	EX	RTF015	Leveraging Traceability on the Farm - Phase 1: Proof of Concept	KRL Solutions Ltd.	\$110,261	RTF
EX026	Bittered Sling Breaks into the US Market	Bittered Sling	\$9,697	EX	RTF019	Beyond the Market: Regional Beef Value Chain Initiative	Community Futures Fraser-Fort George	\$30,535	RTF
EX027	DeeBee's Special Tea Foods Export Launch Initiative	DeeBee's Special Tea Foods Ltd.	\$6,135	EX	RTF020	Beef Industry Video Messages	BCCA Program Delivery Inc.	\$192,257	RTF
EX027.02	NPA Expo West	DeeBee's Special Tea Foods Ltd.	\$17,682	EX	RTF021	Wren Community Pasture Silvopasture Pilot	Wren Community Pasture Association	\$34,819	RTF
EX032	ChaiCo Exports to Japan - 4th Quarter	The Chai Company	\$5,500	EX	RTF022	Observed Loss of Closed Basin Ponds in BC Rangelands	Thompson Rivers University	\$45,901	RTF
EX034	In-Market & In-Region Export Tactics: US Pacific Northwest Markets	Quails Gate Estate Vineyards Ltd.	\$483	EX	LWTI084	GIS Study to Determine Possible Sites for Emergency Mass Livestock Carcass Disposal in the Thompson-Nicola Regional District	Thompson-Nicola Regional District	\$33,790	LWTI
EX035	In-market & In-region Export Tactics for the Hong Kong Market	Nk'Mip Cellars Inc.	\$3,225	EX	BL005	Buy Local Shellfish	BC Shellfish Growers Association	\$20,855	BL
EX039	Meyer Family Vineyards: London Calling	Meyer Family Vineyards Inc.	\$1,418	EX	BL007	Thisfish Seafood Traceability Market Development: Engaging Restaurants, Small Retailers & Consumers in BC	Ecotrust Canada	\$67,369	BL
EX043	FoodEX Japan 2014	Painted Rock Estate Winery Ltd.	\$2,259	EX	BL008	The Family Dinner Table: Engaging Youth in Positive Food Choices	BC Salmon Farmers Association	\$6,719	BL
EX044	USA Distribution of Big Mountain Foods Veggie Products	Big Mountain Foods	\$2,109	EX	BL017	Hopcott Buy Local Beef Project	Hopcott Premium Meats	\$16,359	BL
EX046	Export Development to India for BC Organic Wine	Kalala Organic Vineyards Ltd.	\$2,683	EX	BL018	Wild BC Salmon Video/Print/Food Shows Branding & Promotion	BC Salmon Marketing Council	\$60,705	BL
EX048	Wine Show Chengdu, PRC 2014	Averill Creek Vineyard	\$8,125	EX	BL038	Marketing West Coast First Nations Seafood	Nuu-chah-nulth Tribal Council	\$24,940	BL
EX017.02	Holy Crap: Trade Shows - USA	Hapifoods Group Inc.	\$7,203	EX	LWTI094	Farm Animal Mass Carcass Disposal Emergency Plan: Exercises Summary & Next Steps	Justice Institute of BC	\$9,376	LWTI
EX058	ChaiCo SFH2014	The Chai Company	\$2,220	EX	LWTI091	GIS Study to Determine Possible Sites for Emergency Mass Livestock Carcass Disposal in the Regional District of East Kootenay	Regional District of East Kootenay	\$26,234	LWTI
EX061	Seoul Food 2014 - Wine Marketing for Hester Creek Estate Winery	Hester Creek Estate Winery	\$5,285	EX	RTF028	Forage Supply - Okanagan & Cascades Pilot	BCCA Program Delivery Inc.	\$89,795	RTF
EX066	Developing Export Markets for BC Wine - Seoul Food & Home 2014	Kalala Organic Vineyards Ltd.	\$5,000	EX	RTF026	BCCA Value-Chain Development Project	BCCA Program Delivery Inc.	\$281,657	RTF
EX069.02	HolyCrap - USA & International (2014-15)	HapiFoods Group Inc.	\$3,104	EX	LWTI093	GIS Study to Determine Possible Sites for Emergency Mass Livestock Carcass Disposal in the Regional District of Bulkley-Nechako	Regional District of Bulkley-Nechako	\$27,259	LWTI
EX086	Vista D'Oro Export Program III	Vista D'Oro Farms Ltd.	\$3,578	EX	EX025	US Scallop Marketing Strategy	Coastal Shellfish Corporation	\$7,821	EX
EX089	Bittered Sling Continues to Expand Reach in US Market	Bittered Sling	\$7,735	EX	EX029	Organic Ocean Seafood Inc. – Expansion into US Market	Organic Ocean Seafood Inc.	\$24,385	EX
EX107	Wholefoods BCVQA Winetasting - Seattle	St. Hubertus Estate Winery Ltd.	\$1,500	EX	A0662 ES	Chilcotin Apiculture Demonstration Project	Xeni Gwet'in First Nations Government	\$21,703	AFFF
EX108	Wholefoods BCVQA Winetasting - Seattle	Meyer Family Vineyards Inc.	\$1,672	EX	A0619	Evaluation & Validation of Heifer Rearing Practices on BC Dairy Farms	The University of British Columbia	\$12,500	SNF
EX122	Western Canadian Japan-Korea Trade Mission	Bremner Foods Ltd.	\$2,185	EX	AIP009.02	Development of a Captive to Provide AI insurance for the Feather Industry in BC	Aon Benfield	\$127,030	PIB/ERP
BL021	Coastal Black's 2013 BUY LOCAL Campaign	Coastal Black Estate Winery	\$13,944	BL	AIP009.03	Captive Management Services	Aon Insurance Managers	\$39,200	PIB/ERP
BL023	BC's Best - Hardbite is a Cut Above the Rest	Naturally Homegrown Foods Ltd.	\$85,457	BL	BL019	BC Chicken Social Media Strategy	BC Chicken Marketing Board	\$36,700	BL
EX124.02	Canada Food Expo Trade Mission to Japan & Korea November 2014	Herbaland Naturals Inc.	\$3,102	EX	LWTI 080	City of Surrey Farmed Animal Mass Carcass Disposal Tabletop Exercise	City of Surrey	\$6,170	LWTI
EX054	Vista D'oro Export Program II	Vista D'Oro Farms Ltd.	\$9,390	EX	LWTI 083	City of Abbotsford Farmed Animal Mass Carcass Disposal Tabletop Exercise	City of Abbotsford	\$6,170	LWTI
EX096	DeeBee's Special Tea Foods Export Launch Initiative	DeeBee's Special Tea Foods Ltd.	\$18,377	EX	LWTI 089	GIS Study to Determine Possible Sites for Emergency Mass Livestock Carcass Disposal in the Regional District of Fraser-Fort George	Regional District of Fraser-Fort George	\$24,699	LWTI
EX100	ProWine - Shanghai	Averill Creek Vineyard	\$5,743	EX	LWTI 092A	GIS Study to Determine Possible Farm & Central Sites for Emergency Mass Livestock Carcass Disposal in the Cariboo Regional District	VRK Consulting Inc.	\$4,275	LWTI
EX106	The 18th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries 2014	Lulu Island Winery	\$16,899	EX	LWTI 092B	GIS Study to Determine Possible Farm & Central Sites for Emergency Mass Livestock Carcass Disposal in the Cariboo Regional District	McElhanney	\$19,425	LWTI
					RTF024	First Nations Beef Market Research Project	First Nations Agricultural Association	\$88,071	RTF
					SI007	Tides Canada Salmon Aquaculture Innovation Fund	Tides Canada Venture Society	\$150,000	AQUA
					✦ See Funding Program legend on p.7				





# 2014 ANNUAL REPORT

## Our Board of Directors 2014-2015

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

**Philip Bergen**  
Agriculture & Agri-Food Canada Liaison

**Len Bouwman**  
Represents: Dairy  
Region: Fraser Valley

**Rob Dawson**  
Represents: Tree Fruits & Grapes  
Region: Similkameen

**Jack DeWit**  
Represents: Other Livestock  
Region: Fraser Valley

**Walter Fritsche**  
Represents: Grains, Oilseeds & Forage  
Region: Peace River

**Arzeena Hamir**  
Represents: Emerging Sectors  
Region: Vancouver Island

**Bar Hayre**  
Vice Chair  
Represents: Farm Supply  
Region: Fraser Valley

**Alistair Johnston**  
Represents: Post Farm Gate  
Region: Fraser Valley

**Dale Krahn**  
Represents: Poultry  
Region: Fraser Valley

**Bert Miles**  
Secretary  
Represents: Greenhouse, Floriculture & Nursery  
Region: North Okanagan

**Grant Parnell**  
BC Ministry of Agriculture Liaison

**Ed Salle**  
Represents: Beef Cattle  
Region: Thompson-Okanagan

**Kalpna Solanki**  
Represents: Post Farm Gate  
Region: Lower Mainland

**Michelle Soucie**  
Agriculture & Agri-Food Canada Liaison

**Jim Tingle**  
Treasurer  
Represents: Community Agriculture  
Region: Central Interior

## APPROVED AGRICULTURAL AREA PLANS & RELATED PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
B0028.02	The Similkameen River Watershed Plan - Phase 3	Regional District of Okanagan Similkameen	\$36,135	SNF
B0016.41	Southern Gulf Islands Agricultural Land Use Inventory	Capital Regional District	\$14,124	SNF
B0028.03	Agriculture Watershed Planning Pilot Program Review	Partnership for Water Sustainability in British Columbia	\$2,785	SNF
B0016.41.02	Southern Gulf Islands Food & Agriculture Strategy & Implementation Plan	Capital Regional District	\$30,000	SNF 1

[1] Legal agreement pending;

[2] Project approved but later withdrawn or terminated;

✿ See Funding Program legend on p.7

## COMPLETED AGRICULTURAL AREA PLANS & RELATED PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
A0655	RDEK Agricultural Plan - Phase 1	Regional District of East Kootenay	\$17,969	SNF
A0735	RDBN Agricultural Land Use Inventory	Regional District of Bulkley-Nechako	\$11,200	SNF
B0016.23	City of Kamloops Agriculture Plan	City of Kamloops	\$19,386	SNF
B0016.37	Sunshine Coast Agricultural Area Plan Stages 2 & 3	Sunshine Coast Regional District	\$31,000	SNF
B0016.38	Township of Langley Agricultural Viability Strategy (Part 2 of Phase 3)	Township of Langley	\$11,311	SNF

✿ See Funding Program legend on p.7

## Our Staff

**Peter Donkers**  
Executive Director

**Program Delivery Team**  
**Coreen Moroziuk, PAg**  
Senior Program Manager

**Alana Wilson, PAg**  
Program Manager

**Rick Van Kleeck, PEng**  
Program Manager, Livestock Waste Tissue Initiative

**Brian Baehr, PAg**  
Program Manager  
Agri-Food Environment Initiative

**Finance & Administration Team**  
**Daina Rozitis, CMA**  
Manager, Finance & Operations

**Elaine Burgess**  
Administrative Officer & Secretariat to the Board

**Christopher Reed**  
Program Analyst

**Jennifer Poulsen**  
Accounting Assistant

**Communications Team**

**Tamara Leigh**  
Senior Communications Strategist

**Sarah Rostami**  
Communications Officer

### COURIER

3rd Floor,  
808 Douglas St.  
Victoria, BC  
V8W 2Z7

### MAIL

PO Box 8248  
Victoria, BC  
V8W 3R9

### CONTACT

**T** 250.356.1662  
**F** 250.953.5162  
**E** info@iafbc.ca  
**W** iafbc.ca

### PROGRAM FUNDING BY

Growing Forward 2 

