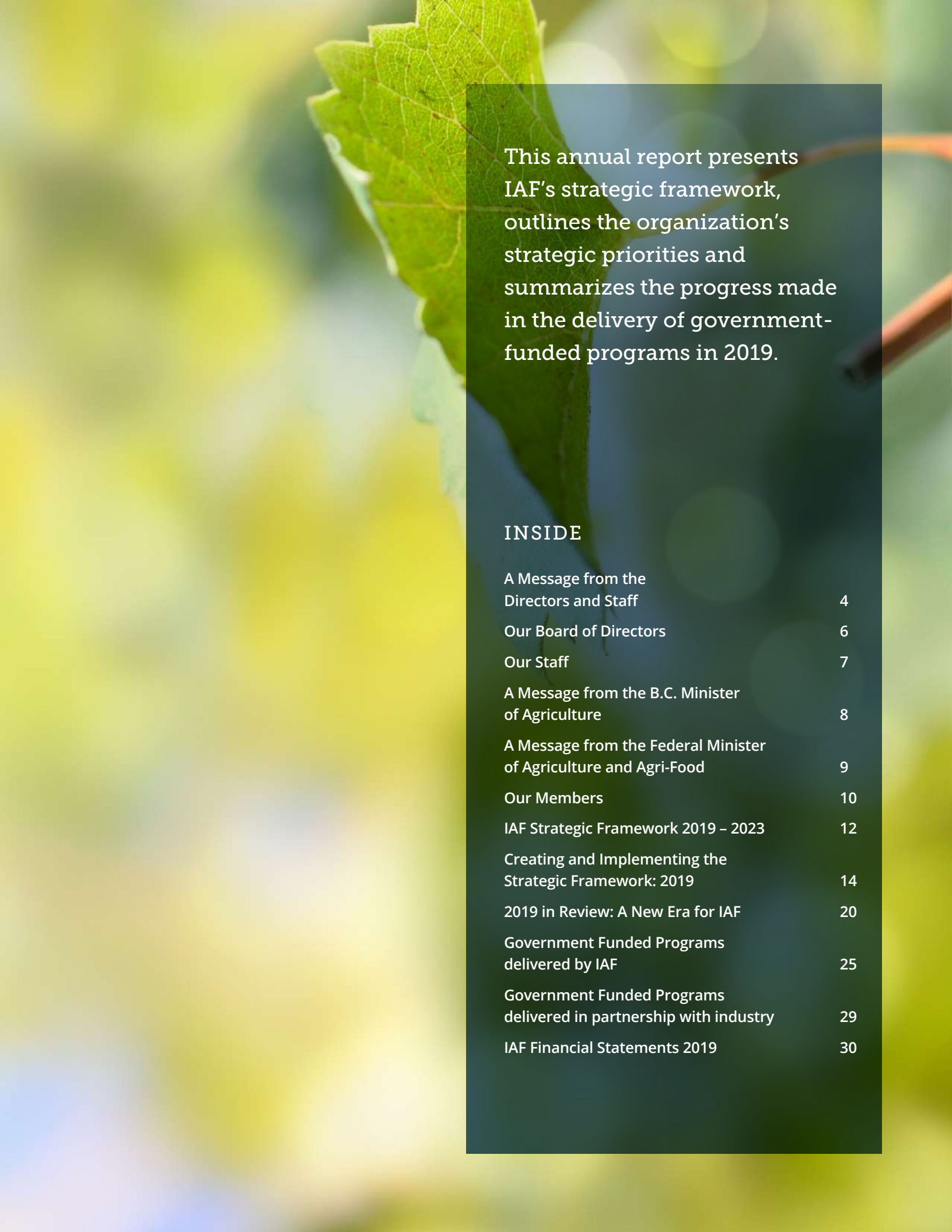


# 2019 ANNUAL REPORT

IAF is an industry led, not-for-profit organization. Our mission is to create funding opportunities to support a thriving BC agriculture and agri-food sector through the effective delivery of programs.



**Investment  
Agriculture  
Foundation**  
*of British Columbia*



This annual report presents IAF's strategic framework, outlines the organization's strategic priorities and summarizes the progress made in the delivery of government-funded programs in 2019.

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## A MESSAGE FROM THE DIRECTORS AND STAFF

Although every year in our industry offers seasons ripe with new beginnings and possibilities, the sense of renewal at IAF has never felt stronger. And while embracing change can be challenging, we remain inspired by the collective vision that is redefining the future of IAF.

With the support and input of our Members and other key stakeholders, we have united behind a common goal — to enhance IAF's role in establishing a vibrant and progressive agriculture and agri-food sector for BC that is sustainable and growing. And while we still have some way to go, there is certainly cause to celebrate what we have already accomplished together.

Perhaps the most important achievement in 2019 was the completion of our five-year strategic plan. This was an in-depth and intensive process that involved numerous industry consultations, planning sessions and revisions before its official launch. We are pleased to unveil a plan that presents a robust but clear roadmap, articulating success as enhanced opportunities and collaboration between all industry partners. As with any quest, the journey has proved as valuable as the destination – our discussions with industry have not only produced a more comprehensive and effective strategy but has also strengthened our relationship with our Members. We have listened attentively and have developed

our goals and strategic priorities in response to Member and Industry feedback; we are committed to values of integrity, transparency, collaboration and innovation, and have pledged to maintain more open communication with our stakeholders.

We subsequently developed a tactical plan to guide our progress in completing the goals and strategic priorities outlined in the strategic plan. Our first area of focus is to be an enduring resource for the sector. We will accomplish this goal by ensuring our financial sustainability through the creation of a trust fund and through diversifying our funding base. Along with our Members, we share a vision that the trust will serve as an ongoing strategic investment vehicle to support the financial sustainability of IAF and to support the BC agriculture and agri-food sector.

Our second area of focus is to have a board and membership that reflects the agriculture and agri-food sector. To this end, we are working to establish an appropriate board composition as well as a formalized Membership Policy and Director Nomination and Election Policy. We have established the new Governance and Nomination Committee, which is consulting with Members to determine how best to implement this priority during the coming year.

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In response to Member feedback we have refreshed our Communications and Stakeholder Engagement Committee to facilitate enhanced collaboration with stakeholders and to increase the transparency of IAF activities. The committee will work closely with the Governance and Nomination Committee to implement IAF's strategic priorities and will offer a forum where Members and stakeholders alike can have a voice and be heard.

Our third area of focus and one of our primary commitments in 2019-20 is to enhance the applicant experience as a program delivery organization. We're implementing a full IT upgrade that will allow streamlined processes for determining client eligibility, application preparation and approval, client communications, and advanced reporting and program evaluation.

Last but not least, we have completed a new, annual operational plan for IAF, which integrates both the responsibilities and actions defined in the tactical plan as well as those required of our daily business operations. This plan is a key document that will define staff and directors' individual work plan objectives for the coming year and integrates with IAF's operational budget. Together, both the tactical and operational plans will provide us with a strong framework in which to plan and report on our

activities in the coming year, in accordance with our Members' wishes to remain informed.

We'd like to offer our heartfelt thanks to everyone who has taken this journey with us. The invaluable role you have played will not only shape the future of IAF but will also serve as an investment in the long-term health of our industry. It is our mission to create funding opportunities that support a thriving BC agriculture and agri-food sector, by serving as an exceptional program delivery agent – we are not only encouraging your input to help us fulfill our mission, we are counting on it.

**Arzeena Hamir**  
*Chair, Board of Directors*

**Michelle Koski**  
*Executive Director*



## OUR BOARD OF DIRECTORS | 2019-2020

OUR BOARD REPRESENTS A TEAM OF INDUSTRY-ELECTED DIRECTORS WHO DRIVE THE STRATEGIC DIRECTION OF IAF AND OVERSEE THE DISBURSEMENT OF PROGRAM FUNDING. TOGETHER THEY OFFER A WEALTH OF EXPERIENCE FROM THE AGRICULTURE AND AGRI-FOOD SECTOR IN BC.

### **Arzeena Hamir**

*Chair*

Represents: Emerging Sectors  
Region: Vancouver Island

### **Don Low**

*Vice Chair*

Represents: Tree Fruits & Grapes  
Region: Kootenays

### **Angela Groothof**

*Secretary*

Represents: Poultry  
Region: Fraser Valley

### **Glenda Gesy**

*Treasurer*

Represents: Pre-Farm Gate  
Region: Thompson/Okanagan

### **Walter Fritsche**

Represents: Grains & Oilseeds  
Region: Peace River

### **Dennis Lapierre**

Represents: Community Agriculture  
Region: Okanagan/Shuswap

### **Jos Moerman**

Represents: Greenhouse,  
Floriculture & Nursery  
Region: Lower Mainland

### **Jim Pratt**

Represents: Post-Farm Gate  
Region: Lower Mainland

### **Kiren Sihota**

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

### **Kalpna Solanki**

Represents: Post-Farm Gate  
Region: Lower Mainland

### **Mike Soth**

Represents: Other Livestock  
Region: Lower Mainland

### **Ralph VanDalfsen**

Represents: Dairy  
Region: Lower Mainland

### **Dave Zehnder**

Represents: Cattle  
Region: Kootenays



## OUR STAFF | 2019-2020

### Executive Team

**Michelle Koski**  
*Executive Director*

**Judi Peacock**  
*Executive Assistant &  
Secretary to the Board*

### Strategy & Operations Team

**Christopher Reed**  
*Director of Strategy & Operations*

#### ◆ Finance & Administration

**Daina Rozitis**  
*Manager of Finance*

**Jennifer Poulsen**  
*Finance Administrator*

#### ◆ Performance

**Mustafa Asaad**  
*Program Performance Analyst*

#### ◆ Communications

**Abbie Morris**  
*Manager of Communications  
& Stakeholder Engagement*

**Sarah Rostami**  
*Senior Communications Officer  
Part-Time*

**Kelsi Stiles**  
*Manager of Communications  
& Stakeholder Engagement  
On Maternity Leave*

### Programs Team

**Alana Wilson**  
*Program Manager*

**Natalie Janssens**  
*Program Manager*

**Desiree Neufeld**  
*Program Coordinator*

**Tj Rai**  
*Program Coordinator*

**Allison Lundy**  
*Program Assistant*

**Jaclyn Laic**  
*Program Manager  
On Maternity Leave*





## A MESSAGE FROM THE B.C. MINISTER OF AGRICULTURE

Our partnership with the Investment Agriculture Foundation (IAF) continues to produce results for BC farmers and strengthens British Columbia's agriculture sector.

In 2018, the agriculture, seafood and food processing sectors hit record revenues of \$15 billion. Farm cash receipts increased by 6% over the previous year, and more than 2,000 new jobs were created.

Together, we continue to deliver successful initiatives such as Buy BC, Bee BC and the Tree Fruit Competitiveness Fund. These programs are improving access to BC grown, raised and harvested food and supporting farmers, beekeepers and food businesses across British Columbia.

Moreover, joint federal, provincial and territorial programs – such as the Canada-BC Agri-Innovation Program and the BC Agrifood and Seafood Market Development Program – are enabling producers and processors to access more markets locally

and internationally as well as providing funding for agricultural research, pilot projects and commercialization opportunities.

This year, many exciting projects were supported with funding administered through IAF. From small-scale community-based projects that improve bee health, to robots designed to help producers grow and harvest more local food, IAF's support and expertise in administering provincial and federal programs is very much admired and appreciated.

Congratulations and best wishes to the IAF and its board of directors, with hope for continued success in 2020.

**Lana Popham**  
*Minister of Agriculture*





## A MESSAGE FROM THE FEDERAL MINISTER OF AGRICULTURE AND AGRI-FOOD

Thank you to the entire team at Investment Agriculture Foundation (IAF) of British Columbia for another outstanding year of support and service to British Columbia's agriculture and food processing industry.

British Columbians take great pride in the berries, tree fruits, vegetables, eggs, honey, meats, and other food produced by their local farmers and food businesses. When consumers around the globe see "grown in British Columbia" at trade shows, online, or in their local shops, they know they are getting great taste and quality.

In December, I sat down with Minister Popham and other agriculture ministers from across Canada to talk about the important ways we are working together to support the sector through the Canadian Agricultural Partnership. The IAF is instrumental in strategically investing our cost-shared funds to support innovative projects which benefit British Columbia farmers and food processors.

Through those shared investments, for example, British Columbia scientists are helping cattle farmers adopt new feed mixes using seaweed to reduce harmful methane gases, and tree fruit growers are benefiting from experiments with the latest sound technologies to repel birds and other pests. A recent British Columbia Agri-food and Seafood Market Development investment has also helped a Kelowna-based cherry producer attend one of North America's biggest fresh fruit trade shows.

Our government continues to aggressively diversify our trade markets for high-quality Canadian products across the world. We set an ambitious target of reaching \$75 billion in agri-food exports by 2025, and last year we hit a record \$66.2 billion. Canada's trade agreements with North American, European Union, and Asian-Pacific markets are opening up tremendous opportunities for British Columbia farmers. For example, we recently opened an \$8-million market for our British Columbia cherries to Japan. We are also working hard alongside provincial counterparts and industry to improve the business risk management programs so that they address the weather and trade-related risks increasingly faced by farmers.

Once again, thank you for all that you do for the sector. I wish you all the best for 2020 and look forward to hearing many more success stories in the months and years to come.

**The Honourable Marie-Claude Bibeau, PC, MP**  
*Minister of Agriculture and Agri-Food*



## OUR MEMBERS

COMPRISED OF NINE INDUSTRY ASSOCIATIONS, OUR MEMBERS ARE RESPONSIBLE FOR SIGNIFICANT ASPECTS OF IAF'S GOVERNANCE. EVERY YEAR AT THE ANNUAL GENERAL MEETING THEY RECEIVE THE DIRECTORS' REPORT ON THE FINANCIAL STATEMENTS OF THE SOCIETY, RECEIVE ANY OTHER REPORTS OF DIRECTORS' ACTIVITIES AND DECISIONS, ELECT OR APPOINT DIRECTORS AND APPOINT AN AUDITOR. WE WORK HARD TO RECOGNIZE THE VARIED AND UNIQUE NEEDS OF BC'S AGRICULTURE AND AGRI-FOOD SECTOR, RELYING ON AN EQUALLY DIVERSE MEMBERSHIP TO ENSURE BROAD REPRESENTATION ON THE IAF BOARD.

### BC Fruit Growers Association

**Mission:** To represent BC fruit growers' interests through activities which include lobbying governments for positive change to risk management programs and providing services and products to growers.

### BC Grain Producers Association

**Mission:** To improve the viability of the grains and oilseed industry in the BC Peace River Region and encourage all farmers to participate within their industry so that their voices may be heard.

### BC Greenhouse Growers Association

**Mission:** To deliver services and research programs to our members to help keep them globally competitive and to keep a vibrant and sustainable greenhouse vegetable sector in BC, while providing high-quality and safe greenhouse vegetables to consumers.

### BC Landscape & Nursery Association

**Mission:** To promote the global recognition of British Columbia as a leader in landscape horticulture and provide an effective organization for meeting the needs of nursery growers, landscape professionals and garden centers.

### BC Dairy Association

**Mission:** To ensure dairy farming delivers a positive impact on our community and to preserve a sustainable, valuable and ethical industry in British Columbia.

### BC Pork Producers Association

**Mission:** BC Pork, high quality speciality pork products, proudly grown close to home.

### BC Poultry Association

**Mission:** To lead the regulated BC poultry associations on common issues that strengthen and improve the well-being of regulated poultry farmers.

### BC Cattlemen's Association

**Mission:** To maintain a healthy cattle industry that provides quality beef products to consumers and is guided by strong volunteer membership, environmental stewardship, respect for stakeholders and excellent business practices.

### Horse Council of BC

**Mission:** To collaborate with business, industry and government on behalf of equine welfare, sports, recreation and the individual rider/driver.



## 2019 MEMBER PROJECT HIGHLIGHTS

The continued work of the Japanese Beetle (JB) Eradication Program Partners has resulted in an incredible decrease in the numbers of JB detected in 2019 – down more than 80% in population from the previous year. This downward trend continues to bode well for horticulture and the BC environment, reducing the risk of moving this pest into production areas as well as homes, wildlands and forests. We're grateful that when the outbreak first occurred, IAF helped expedite the application process so we could quickly access project funding to address this threat, coordinating our efforts with the BC Ministry of Agriculture, Canadian Food Inspection Agency, the Invasive Species Council of BC, and the City of Vancouver and MetroVan Regional District. As a result of this project, a unique collaborative model has been developed that enables each organization to bring its expertise to the table, successfully building a formalized system of communication, resource sharing and authority to maximize the effectiveness of program dollars and participants' efforts (and even earning us the 2019 Premier's Award!). IAF staff have worked closely and diligently with us throughout the entire project, assisting with application preparation, delivering federal and provincial government funding and overseeing reporting requirements to complete the circle of support from all partners.

**HEDY DYCK**

*CHIEF OPERATING OFFICER, BC LANDSCAPE & NURSERY ASSOCIATION (A0876 SP, A0879 SP)*

Government funding delivered by IAF enabled us to host the Coffee Shop Talks Webinar Series project, a vital information-sharing initiative relevant to all producers. While networking and learning are essential aspects of improving business practices and innovation, finding the time and resources needed can be challenging for many BC producers. Thankfully we were able to offer an online resource to help increase knowledge transfer and networking across commodities. The webinar series allowed participants to learn about subjects like succession planning, employee retention, financial management and other areas crucial to the growth of industry. This type of proactive education is crucial for ensuring the sustainability of our industry.

**KEVIN BOON**

*GENERAL MANAGER, BC CATTLEMEN'S ASSOCIATION (A0884SP)*

## STRATEGIC FRAMEWORK 2019-2023







## VALUES

### *Integrity*

We are honest, accountable and consistently uphold strong moral and ethical principles.

### *Transparency*

We operate openly and communicate accurate information in a timely manner.

### *Collaboration*

We engage and collaborate with government and industry to broaden opportunities for the sector.

### *Innovation*

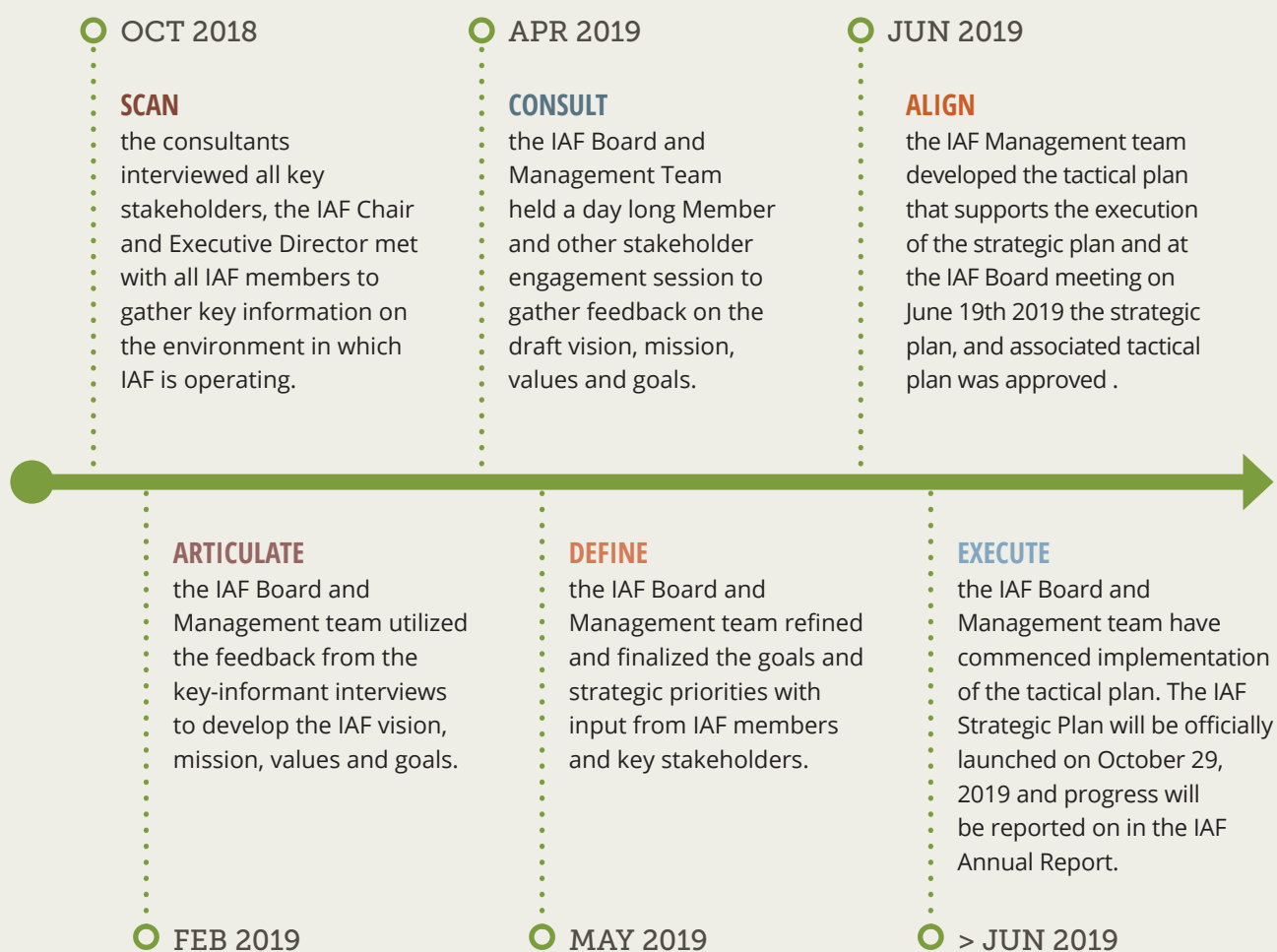
*We foster a work environment that kindles ideas and promotes teamwork and learning.*

WE DEFINE THE AGRICULTURE AND AGRI-FOOD SECTOR AS THE PRODUCTION, PROCESSING AND MARKETING OF ALL FARM, FOOD AND AGRI-BASED PRODUCTS.

## CREATING AND IMPLEMENTING THE STRATEGIC FRAMEWORK: 2019

### CREATING THE STRATEGIC PLAN

In October 2018 IAF embarked on the development of its five-year strategic plan. With support from Berlineaton Management Consultants IAF went through a six-stage process:





## THE STRATEGIC PRIORITIES FOR 2019-2020

The IAF Board and Staff have prioritized the activities detailed in the tactical plan and over the coming 12 – 18 months the team will focus on key activities associated with three strategic priorities:

STRATEGIC PRIORITY	KEY ACTIVITY
<b>Strategic Priority 1:</b> We must ensure our financial sustainability by creating an IAF Trust Fund and diversifying out funding base.	Create the IAF Trust Fund.
<b>Strategic Priority 2:</b> We must have a Board and Membership that reflect the agriculture and food sector	Develop and finalize the IAF Membership Policy and the IAF Director Nomination and Election Policy
<b>Strategic Priority 5:</b> We must provide an excellent applicant experience.	Implement a full IT upgrade that will result in streamlined processes for: determining client eligibility, application preparation and approval, client communications and well as advanced reporting and program evaluation.

## IMPLEMENTING THE STRATEGIC PLAN

### **Implementing Strategic Priority 1: We must ensure our financial sustainability by creating an IAF Trust Fund and diversifying out funding base**

In working to fulfill the goal established in the 2019 Strategic Plan – “to be an enduring resource for the sector” – IAF is in the process of forming a Trust Fund. Here to give us an update on progress towards **Strategic Priority 1**, is Audit and Finance Committee chair, Glenda Gesy:

*“The Sustaining Fund was established from interest earned on two initial grants from the federal and provincial governments: The Safety Net Fund and The Canadian Adaptation and Rural Development Fund. These programs ran from 1997 through to 2004 and were designed to support the entire Agriculture and Agri-food sector in British Columbia. Together these funds were worth \$30 million. Over the last 25 years, this interest has grown to \$15.5 million.*

*The legacy funds are the residual funds from programs that have expired, they are comprised of funds that were received from the federal and provincial government by way of grants. The value of the Legacy Funds amount to \$2.5 million.*

*As requested by Members, the new restricted fund will bring greater transparency to the IAF Financial Statements. As was the case with the Sustaining Fund, the interest earned on the new Restricted Fund will continue to financially support IAF operations. However, unlike the current Sustaining Fund, the Restricted Fund will also channel some of the interest at periodic intervals to industry through the creation and management of our own Programs. The value of funds disbursed will rely heavily on IAF's Investment Policy, but it is anticipated that the first of these programs will be realised in a three to five-year timeframe.*

*Over the course of 2020 the Audit and Finance Committee will continue to work on this strategic priority and will ensure that IAF Members and Stakeholders are informed through the work of the Communications and Stakeholder Engagement Committee.”*

**Glenda Gesy**

*Chair, Audit & Finance Committee*



## **Implementing Strategic Priority 2: We must have a Board and Membership that reflect the agriculture and agri-food sector**

Another way we are pursuing our goal “to be an enduring resource for the sector” is through the establishment of the new Governance and Nomination Committee and the revitalization of the Communications and Stakeholder Engagement Committee. Here are some updates from each committee chair on how we are working to achieve **Strategic Priority 2**:

*“As we heard during the extensive Stakeholder Engagement sessions, IAF must have a Board and Membership that reflects the agriculture and agri-food sector that it serves. Therefore, in 2020 we will revise the composition of the Board and we will facilitate the development and adoption of a new Membership Policy, and a new Director Nomination and Election Policy.*

*To successfully accomplish these tasks, the Governance and Nomination Committee is working hand-in-hand with the new and improved Communications and Stakeholder Engagement Committee (CSEC); CSEC is mandated to develop and maintain more open and consistent communication with our Members, stakeholders and industry. We recognize that our tasks involve close communications with Members, and we will be seeking input and feedback from them throughout this process. We’re excited to work with you!”*

**Arzeena Hamir**

*Chair, Governance and Nomination Committee*

*“To ensure that IAF Members, Board of Directors and Staff remain fully connected to the agriculture and agri-food sector that we serve, the Communications and Stakeholder Engagement Committee has completely revitalized its mandate. Over the course of many conversations that shaped our new strategic plan, we encountered a recurring theme – the need to develop and maintain more open and consistent communication with our members and stakeholders. Therefore, I am pleased to report that the revised mandate of the Committee is designed to enhance our communication and collaboration with stakeholders, increase the transparency of IAF activities and serve as a liaison between IAF and its members.*

*As committee chair, it is my vision that CSEC will act as a bridge between IAF and the sector that we serve, representing industry issues and concerns at the IAF board table and reporting to our partners on our progress towards strategic priorities. To this end, we are increasing our engagement efforts to include one to two regional roundtable sessions per year, an annual members breakfast and an annual Q&A session following our AGM every April. CSEC is here to offer a forum where all members and stakeholders can share their ideas. We look forward to hearing from you! ”*

**Angela Groothof**

*Chair, Communications and Stakeholder Engagement Committee*

### **Implementing Strategic Priority 5: We must provide an excellent applicant experience**

In an effort to achieve our 2019 Strategic Plan goal “to be a client-centered organization that delivers service excellence,” we are in the process of revamping our program delivery processes and upgrading our information technology services. Here our Director of Strategy and Operations shares more details on how we will realize **Strategic Priority 5:**

*“As IAF matures as an organization we continue to refine our systems and processes in a manner that positively impacts the applicants of the programs that we deliver. This last year has seen us reach several significant milestones.*

*In May, we bid a fond farewell to our neighbours at the BC Ministry of Agriculture as we moved to our own independent offices in Downtown Victoria. This was a significant step after our 20-year tenancy with the Ministry, but one that was essential for our growing team, as well as our expanding role within industry. As a third-party program delivery agent, we are confident that our enhanced workspace will enable us to better serve both our government clients and our industry partners.*

*In August, in conjunction with our program funders, Agriculture and Agri-food Canada and the B.C. Ministry of Agriculture, we overhauled the application process for two of the flagship programs for Agriculture and Agri-Food in B.C. – the Buy BC Partnership Program and the B.C. Agri-Food and Seafood Market Development Program. To improve transparency, we migrated from a first-come-first-serve application process to a supported competitive process with one single application window per fiscal year. This change saw the implementation of enhanced applicant communications, the development of application scoring matrices and a new process for project adjudication.*

*In November, in conjunction with Quartech Systems, our IT partners, we commenced migration to a new suite of Microsoft Software; going forward we will have a state-of-the-art Client Relations Management Tool and Client Portal all housed within Microsoft Dynamics 365. These tools will provide a consistent user experience across programs within the same sector and will provide applicants with a single point of contact for end-to-end project administration.*

*Combined we know that streamlining processes will positively impact the service that clients receive from IAF and we look forward to working with you in 2020!”*

**Christopher Reed**

*Director of Strategy and Operations*

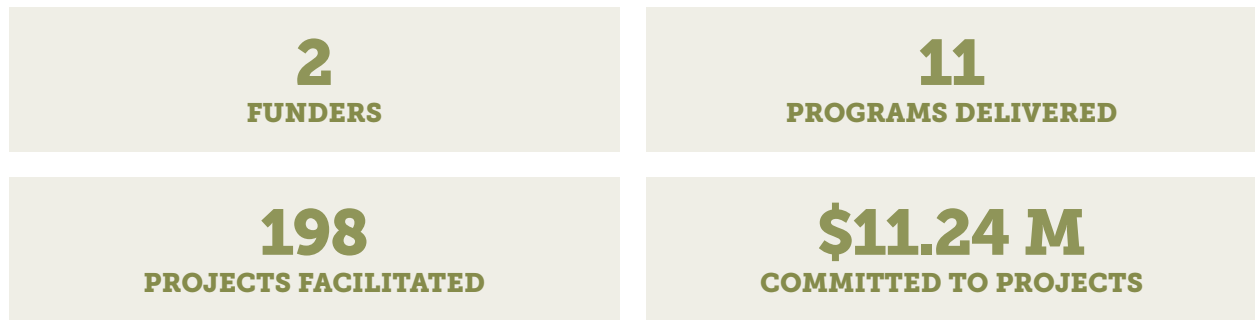




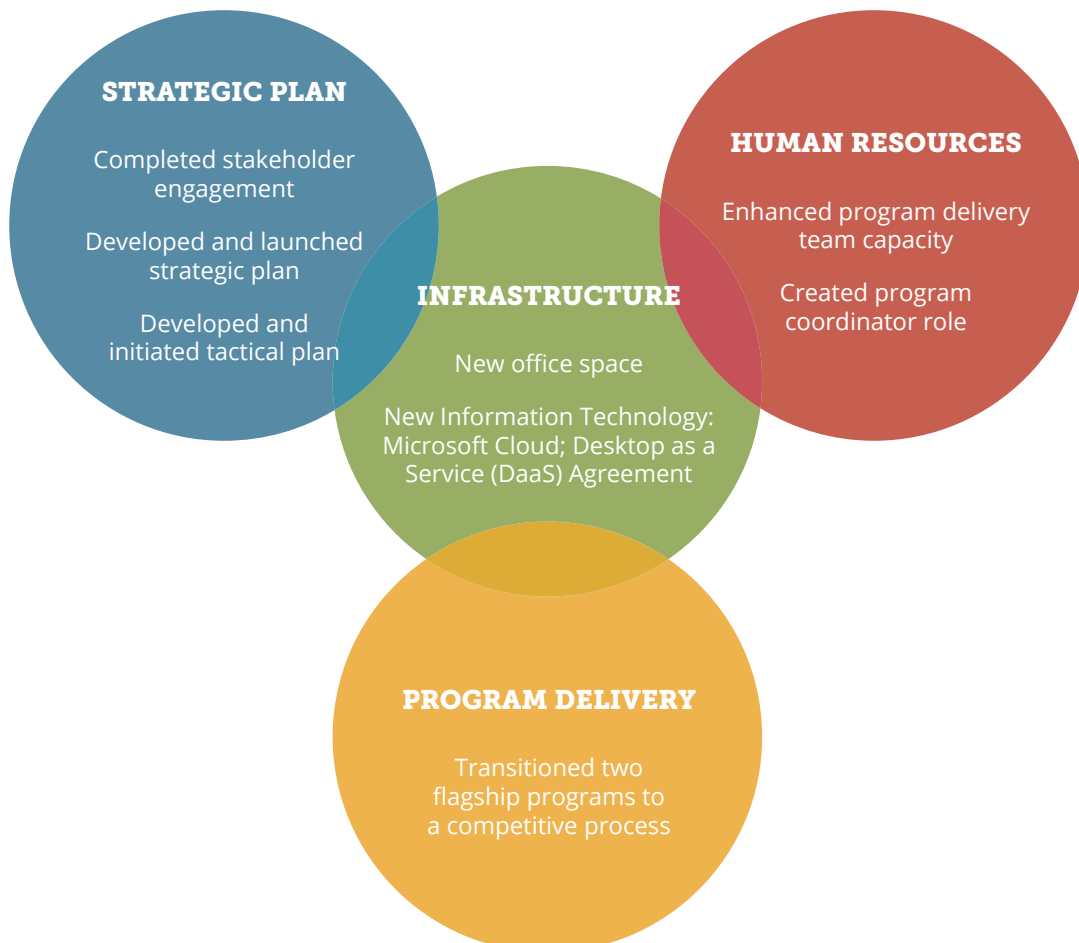


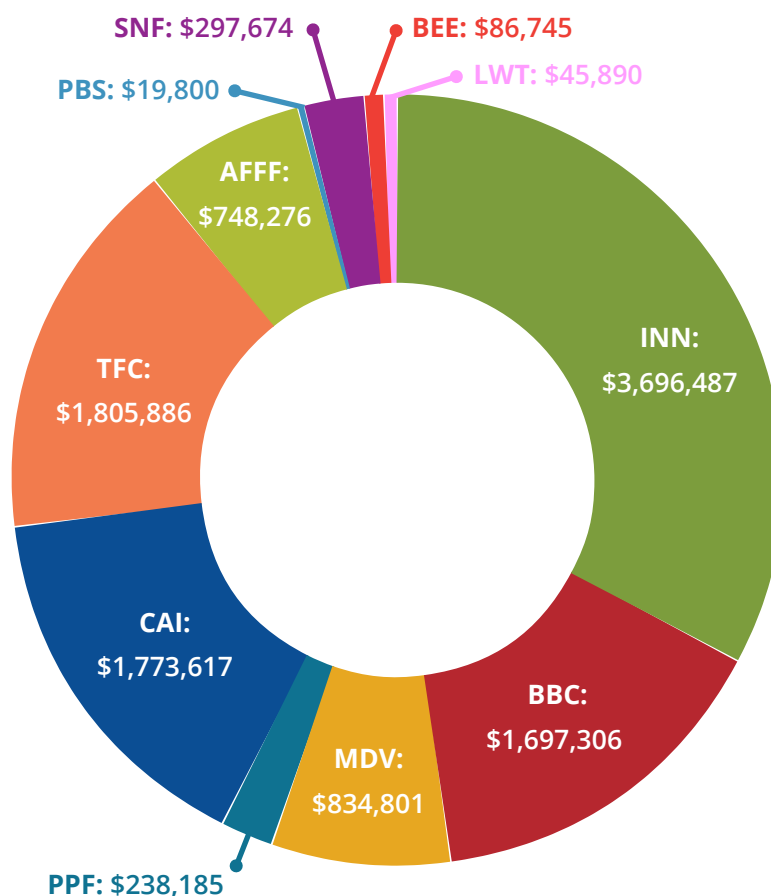
## 2019 IN REVIEW: A NEW ERA FOR IAF

### IAF IN NUMBERS



### 2019 OPERATIONAL HIGHLIGHTS

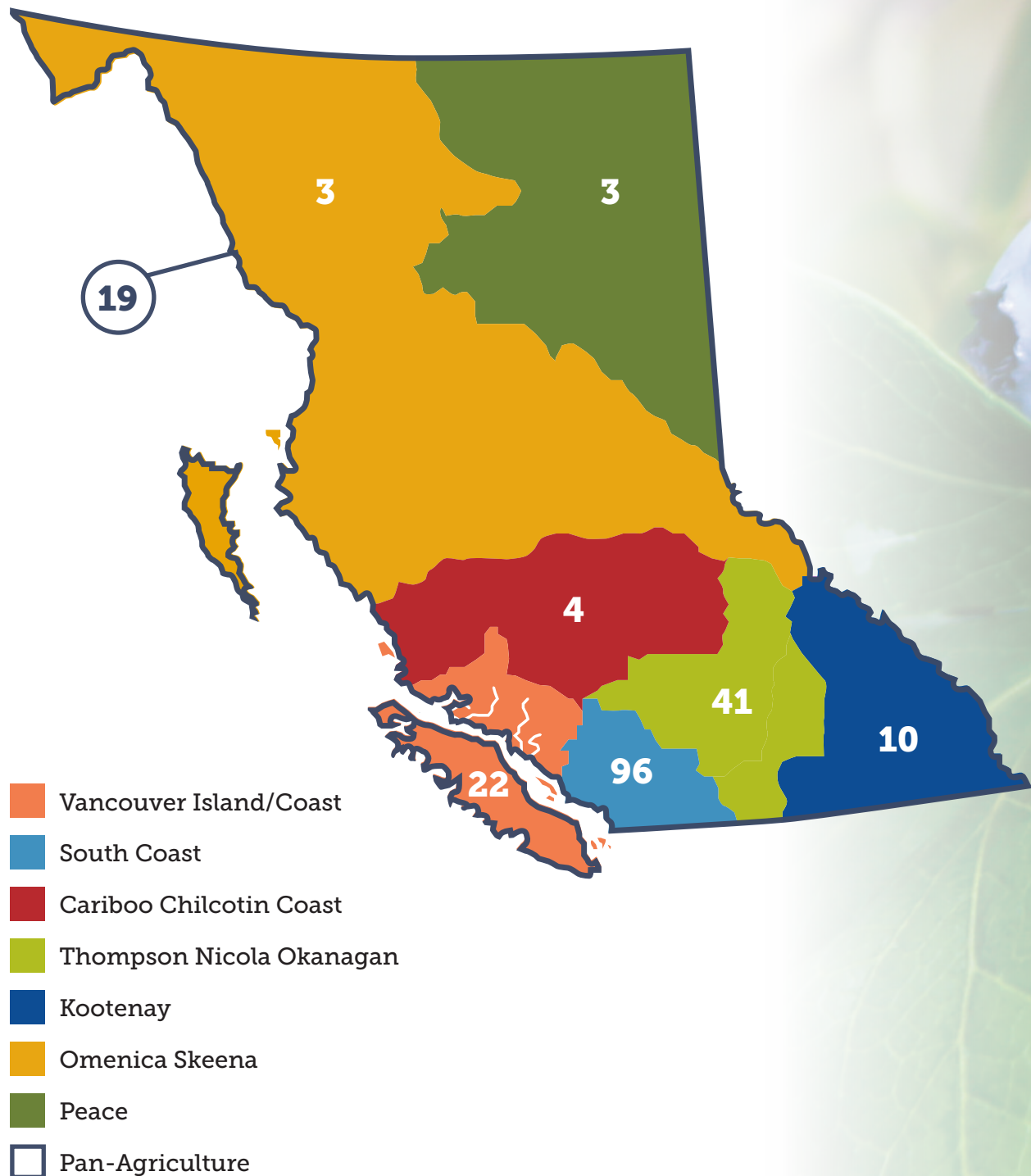




### VALUE OF GOVERNMENT FUNDING COMMITTED TO PROJECTS BY IAF IN 2019 BY PROGRAM (CAD)



## NUMBER OF PROJECTS FACILITATED BY IAF IN 2019 BY GEOGRAPHICAL REGION





## NUMBER OF PROJECTS FACILITATED BY IAF IN 2019 BY SUB-SECTOR



**48** Fruit & Vegetables



**9** Poultry



**3** Cattle



**1** Pork



**4** Other Livestock



**22** Apiculture



**2** Dairy



**5** Grains



**70** Food & Beverage Processing



**3** Greenhouse, Floriculture & Nursery



**22** Environment & Climate Adaptation



**55** Other

## CANADIAN AGRICULTURAL PARTNERSHIP: CANADA-BC AGRI-INNOVATION PROGRAM

PROGRAM DESCRIPTION	ELIGIBLE APPLICANTS
This program offers funding for BC's agriculture and agri-food sector to accelerate the pace of innovation within the province. Agriculturally innovative projects relate to products, practices or technologies new to BC with the potential to enhance sector competitiveness, sustainability and resilience	Producers, processors, industry associations, private businesses, academic institutions, regional districts and local governments.
KEY ACTIVITIES	FUNDING
Late-stage research and development, piloting and demonstration, and commercialization and adoption of innovative products, practices, processes or technologies.	<i>Value of program (5-year program total)</i> \$14 million from 2018-2023  <i>Funds Committed to Projects in 2019</i> \$3,696,487

Thanks to project funding support we've been able to develop a prototype centrifuge that will offer our dairy industry a reliable, affordable, BC-made nutrient management option. By working closely with local producers and service providers we are able to ensure our design aligns with the needs of local BC dairies. Additional funding for on-farm testing and field demonstration has been essential for moving us closer to market and we are excited to be working with industry to achieve this goal. Having government support to design, manufacture and pilot this technology will help facilitate enhanced environmental sustainability for BC's dairy industry.

CHAD SHIPMAKER

CORPORATE DEVELOPMENT LEAD, VALID MANUFACTURING LTD. (INV029AE/INV063)



## CANADIAN AGRICULTURAL PARTNERSHIP: BC AGRI-FOOD & SEAFOOD MARKET DEVELOPMENT PROGRAM

PROGRAM DESCRIPTION	ELIGIBLE APPLICANTS
Funding through this program enables BC's agriculture, food and seafood sectors to identify, assess, target and develop market opportunities to increase their sales outside of BC.	Producers, processors, cooperatives, industry associations, councils and boards.
KEY ACTIVITIES	FUNDING
Marketing skills training, market research, market development planning and export development activities.	<p><i>Value of program (5-year program total)</i> \$5 million from 2018-2023</p> <p><i>Funds Committed to Projects in 2019</i> \$834,801</p>

“Thanks to government support for market development activities we were able to attend the Produce Marketing Association Fresh Summit (PMA) in Anaheim, California. With 40-50 thousand attendees, including important buyers and all the major growers in North America, the PMA is a significant networking opportunity that has helped us enter negotiations with buyers like Wal-Mart. Funding for this and other projects has significantly aided our business development in export markets, especially as tradeshows like the PMA can be prohibitively expensive. We appreciate the opportunity to promote BC tree fruits and berries on behalf of the nearly 200 growers we represent.

**RICK CHONG**

*DIRECTOR OF SALES, SUTHERLAND S.A. PRODUCE INC. (MD019)*

## THE BC GOVERNMENT'S BUY BC PROGRAM

PROGRAM DESCRIPTION	ELIGIBLE APPLICANTS
Buy BC offers funding support to BC's agriculture, food and seafood sectors to undertake sector/product specific marketing activities to increase consumer demand and sales of BC products within the province	Producers, processors, cooperatives, industry associations, councils, boards, agricultural fairs and farmers markets.
KEY ACTIVITIES	FUNDING
Labeling products with a Buy BC logo, developing marketing collateral and promotional tools, implementing BC-focused market development activities and media advertising.	<p><i>Value of program (2-year program total)</i> \$4.08 million from 2018-2020</p> <p><i>Funds Committed to Projects in 2019</i> \$1,697,306</p>

Thanks to our Buy BC project we were able to launch a comprehensive campaign to promote BC Greenhouse Veggie Days. Cost-shared funding allowed us to host greenhouse tours, develop new signage and print advertising, enhance our online media presence, and create new promotional materials displayed at 160 stores across BC. We had great feedback from tour participants and even managed to exceed our initial sales value target! The goal of our event was to spread awareness of our sector, dispel myths around greenhouses and strengthen our relationship with present and future consumers. Given the success of our event and the feedback received, we feel we have achieved this goal and are thankful to BuyBC project funding for supporting our efforts.

**LINDA DELLI SANTI**

*EXECUTIVE DIRECTOR, BC GREENHOUSE GROWERS' ASSOCIATION (BBC142)*



## THE BC GOVERNMENT'S BEE BC PROGRAM

PROGRAM DESCRIPTION	ELIGIBLE APPLICANTS
The Bee BC Program offers funding to support small scale/regional community-based projects to research, explore, field-test and share information about best management practices to enhance bee health throughout the province.	Regional and community beekeeping associations, beekeepers with permitted hives and First Nations/Indigenous people's organizations.
KEY ACTIVITIES	FUNDING
Implementing best management practices, introducing pollen substitutes and/or supplements and planting new bee forage that offers nectar and pollen.	<p><i>Value of program (2-year program total)</i> \$0.25 million from 2018-2020</p> <p><i>Funds Committed to Projects in 2019</i> \$86,745</p>

Our Bee BC project transformed uncultivated areas of community gardens into native wildflower strips, or nectarscapes. These enhancements will help conserve bee biodiversity to support crop pollination, improve the climate-resilience of local urban farms and support a sustainable food system in BC. Volunteers learned to identify Western and native honey bee species, characteristics of different bee species and bee-supporting native plants, and how to seed and grow nectar/pollen-rich native wildflowers. Thanks to project funding we were able to recruit local youth to be ambassadors for bee health, directly create new bee foraging areas and develop a new native wildflower seed mix that can be shared and used to create additional foraging areas.

EMILY KELLER

PROJECT COORDINATOR, ENVIRONMENTAL YOUTH ALLIANCE SOCIETY (BEE009)

## AGRI-FOOD FUTURES FUND

PROGRAM DESCRIPTION	FUNDING
<p>The Agri-Food Futures Fund was designed to assist both established and emerging agricultural and food processing sectors to pursue opportunities and develop solutions. Projects funded through this program must offer broad benefit to BC's agriculture and agri-food sector and should align with one or more of the following program priorities:</p> <ul style="list-style-type: none"> <li>• Facilitate the growth and development of emerging agriculture sectors</li> <li>• Enhance the stability of established agriculture and agri-food sectors</li> <li>• Promote the integration of environmental values and responsible stewardship practices</li> <li>• Improve food quality and safety measures in the food processing sector</li> </ul>	<p><i>Value of program (total of remaining funds)</i> \$4.8 million</p> <p><i>Funds Committed to Projects in 2019</i> \$748,276</p>

Our 'Plant Something Bee Friendly' marketing campaign helped educate the public about the benefits of increasing forage for pollinators and choosing pollinator plants to increase nectar and pollen supply in their gardens. The campaign shared resources on how to grow, enhance and sustain pollinator forage through videos, blog posts, social media ads, billboard campaigns, educational events and more. Our partnership with Ag in the Classroom helped bring education of pollinator gardening and bees to local schools, introducing the next generation of socially-minded individuals to gardening. We've received good response from the public and participating retailers have reported increased sales of bee-friendly plants. We're thankful to have received funding for a project that supports environmental concerns while helping to build profitable businesses.

**HEDY DYCK**

CHIEF OPERATING OFFICER, BC LANDSCAPE & NURSERY ASSOCIATION (AF021-005)

## GOVERNMENT FUNDED PROGRAMS DELIVERED IN PARTNERSHIP WITH INDUSTRY

<p><b>Program:</b> The BC Government's Tree Fruit Competitiveness Fund</p> <p><b>Industry Partner:</b> BC Fruit Growers Association</p> <p><b>Description:</b> Supports BC's tree fruit sector to undertake marketing, infrastructure and research activities that enhance the competitiveness of the sector, while also supplementing orchard replanting.</p>	<p><b>Program:</b> Canadian Agricultural Partnership: Regional Adaptation Program</p> <p><b>Industry Partner:</b> BC Agricultural Research &amp; Development Corporation</p> <p><b>Description:</b> Enables producers, agricultural organizations and government to collaboratively identify priority climate impacts and strategies and implement actions for agricultural adaptation</p>
<p><b>Program:</b> Canadian Agricultural Partnership: Farm Adaptation Innovator Program</p> <p><b>Industry Partner:</b> BC Agricultural Research &amp; Development Corporation</p> <p><b>Description:</b> Delivers funding for farm-level, applied research projects that help producers adapt to the impacts of climate change</p>	<p><b>Program:</b> BC Payment for Ecological Services Pilot Project</p> <p><b>Industry Partner:</b> Farmland Advantage</p> <p><b>Description:</b> Offers BC farmers compensation for providing ecosystem services on agricultural lands.</p>



## IAF STATEMENT OF FINANCIAL POSITION

December 31, 2019						2019	2018
	SUSTAINING FUND	LEGACY FUNDS PROPOSED	LEGACY FUNDS NOT PROPOSED	ACTIVE PROGRAM	TOTAL	TOTAL	TOTAL
ASSETS							
CURRENT ASSETS							
CASH	\$318,040	-	-	-	\$318,040	\$685,290	
INVESTMENTS (NOTE 2)	\$25,500,974	-	6,116,195	-	\$31,617,169	\$30,714,321	
ACCOUNTS RECEIVABLE	\$13,862	-	-	\$704,860	\$718,722	\$1,658,602	
PREPAID EXPENSES	\$119,866	-	-	-	\$128,866	\$67,455	
DUE (TO) FROM OTHER FUNDS	(\$9,104,699)	\$2,764,737	\$1,746,157	\$4,593,805	-	-	
	\$16,857,043	\$2,764,737	\$7,862,352	\$5,298,665	\$32,782,796	\$33,125,668	
CAPITAL ASSETS (NOTE 3)	\$24,768	-	-	-	\$24,768	\$14,081	
	\$16,881,811	\$2,764,737	\$7,862,352	\$5,298,665	\$32,807,564	\$33,139,749	
LIABILITIES AND NET ASSETS							
CURRENT LIABILITIES							
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$123,582	\$71,764	\$15,464	\$196,024	\$406,833	\$466,497	
	\$123,582	\$71,764	\$15,464	\$196,024	\$406,833	\$466,497	
NET ASSETS							
COMMITTED FUNDS (NOTE 4)	\$299,678	\$651,556	\$2,960,402	\$6,726,327	\$10,637,964	\$9,609,602	
COMMITTED FUNDS NOT YET RECEIVED	-	-	-	(\$5,514,154)	(\$5,514,154)	(\$4,392,926)	
UNCOMMITTED FUNDS	\$16,433,783	\$2,041,417	\$4,886,486	\$3,890,468	\$27,252,154	\$27,442,495	
INVESTED IN CAPITAL ASSETS	\$24,768	-	-	-	\$24,768	\$14,081	
	\$16,758,229	\$2,692,973	\$7,846,888	\$5,102,641	\$32,400,731	\$32,673,252	
	\$16,881,811	\$2,764,737	\$7,862,352	\$5,298,665	\$32,807,564	\$33,139,749	

## STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

December 31, 2019						2019	2018
	SUSTAINING FUND	LEGACY FUNDS PROPOSED	LEGACY FUNDS NOT PROPOSED	ACTIVE PROGRAM	TOTAL		TOTAL
<b>REVENUES</b>							
PROVINCIAL CONTRIBUTIONS	\$37,500	-	\$10,580	\$6,375,513	\$6,423,593	\$8,809,300	
OTHER CONTRIBUTIONS	-	-	-	-	-	\$2	
INVESTMENT INCOME (LOSS) (NOTE 2)	\$1,811,395	-	\$542,534	\$413,834	\$2,767,763	(\$192,397)	
	<b>\$1,848,895</b>	-	<b>\$553,114</b>	<b>\$6,789,347</b>	<b>\$9,191,356</b>	<b>\$8,616,905</b>	
<b>EXPENSES</b>							
<b>PROGRAMS</b>							
DIRECT PROGRAM EXPENDITURES	\$151,527	\$323,772	\$981,817	\$6,042,077	\$7,499,193	\$5,098,599	
ADMINISTRATION	-	\$19,737	\$5,122	\$918,181	\$943,040	\$658,515	
DIRECTORS' FEES AND EXPENSES	-	-	-	\$17,129	\$17,129	\$18,795	
BOARD INITIATED PROGRAMS	\$16,164	\$69,305	-	\$5,-665	\$85,469	\$85,691	
<b>ADMINISTRATION</b>							
DIRECT	-	-	\$14,521	-	\$14,521	\$12,049	
ALLOCATED	\$767,212	-	(\$41,134)	-	\$726,078	\$1,006,545	
DIRECTORS' FEES AND EXPENSES ALLOCATED	\$118,787	-	-	-	\$118,787	\$149,063	
INVESTMENT MANAGEMENT AND CUSTODIAN FEES	\$47,899	-	\$11,761	-	\$59,660	\$59,363	
	<b>\$1,101,589</b>	<b>\$412,814</b>	<b>\$972,087</b>	<b>\$6,977,387</b>	<b>\$9,463,877</b>	<b>\$7,088,620</b>	
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$747,306	(\$412,814)	(\$418,973)	(\$188,040)	(\$272,521)	\$1,528,285	
NET ASSETS, BEGINNING OF YEAR	\$15,543,793	\$3,336,596	\$8,625,345	\$5,167,518	\$32,673,252	\$31,144,967	
FUND TRANSFER	\$467,130	(\$230,809)	(\$359,484)	\$123,163	-	-	
NET ASSETS, END OF YEAR	<b>\$16,758,229</b>	<b>\$2,692,973</b>	<b>\$7,846,888</b>	<b>\$5,102,641</b>	<b>\$32,400,731</b>	<b>\$32,673,252</b>	

## CONTACT

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## PROGRAM FUNDING BY



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