

MEMO

TO: Frank Moreland, SSFPA
FROM: Kathleen Gibson, Growing Green
CC: Herb Barbolet, Rick Pipes, Debbie Hellbach
DATE: February 19, 2004
RE: Meeting Feb 17 re SSFPA and BC Food Processors' Council

Hi Frank and Sandra. Frank, thanks for including me in the meeting Tuesday with Rick Pipes. Wearing our *Growing Green* Project and SSFPA Advisory Committee hats, Herb's and my intent is to continue to support (1) the development of positive working relationships between SSFPA and other processor stakeholders in BC, and (2) SSFPA's efforts, especially your shared services co-op.

With regards to (1) and the meeting with Rick, the recent proposal for a BC Food Processors' Council and the related strategic plan that have come out of the Investment Agriculture Foundation process seem to me - now - to offer a very positive opportunity for the SSFPA. The benefits for the SSFPA (potential access to Agri-Food Futures funds and collaboration with other processors) would seem to outweigh the risks (potential dilution/weakening of your membership, message, or initiatives).

Structure is important. The proposed Council structure allows for associations to join, so SSFPA could participate as an association. Its projects would stay under its name. Its own internal structure would be unchanged.

Timing is important too. This is an optimal moment to engage, in the Council's formative stages, as it contemplates its structure for the longer term. SSFPA has the best opportunity now to influence the group in positive ways for the benefit of all BC processors (most of whom are, in fact, "small").

The key to maximizing the benefits and minimizing the risks for the SSFPA will be, as Rick pointed out, effective participation from the representative(s) the SSFPA puts forward.

Rick's explanation of the political and practical/legal realities behind the current proposal I found clear and helpful. As a small-scale processor himself, and by his participation in the Steering Committee process to date, Rick has helped pave the way for positive acceptance of SSFPA. He has said he will continue to be a resource person for you.

So - *Growing Green's* advice would be for SSFPA to engage with the proposed Food Processors' Council. We can help you work out a plan for that, if you wish.

Best of luck.

Kathleen