A CD of this PowerPoint presentation will be left with Brandon Hughes to distribute to those that are interested in more detailed information.
Starting with the context of “How important is small-scale agriculture in BC?

•“One word describes the role of small agriculture lots-DIVERSITY. Small agriculture lots today are home to some of the most efficient high output farms such as poultry, mushroom, nursery, floriculture and greenhouses and home to small scale versions of traditional agriculture production such as beef, sheep and forage production.”

Robbins, Mark. Small Lot Agriculture: The Role of Small Lot Agriculture in the South Coastal Region. BCMAFF, 1996.

•“Using evidence from Southern and Northern countries I demonstrate that small farms are “multi-functional”—more productive, more efficient, and contribute more to economic development than large farms. Small farmers can also make better stewards of natural resources, conserving biodiversity and safe-guarding the future sustainability for agricultural production.”

Rosset, Peter M. Ph.D. Policy Brief #4: The Multiple Functions and Benefits of Small Farm Agriculture In the Context of Global Trade Negotiations, The Institute for Food and Development Policy, 1999.

The evidence is accumulating that the future lies with small-scale agriculture.
What is happening to the ‘big is better’ ideology?

“What is happening to the ‘big is better’ ideology?

“While the economics that have driven beef-packing consolidation to the point where 97 percent of the cattle are harvested in nine percent of the plants, the point may have been reached with food safety where diseconomies of size are now actually the rule. In short, huge recalls are hugely expensive.”

“This is not to deny the continuing influence of economies of scale on the industry, but an acknowledgment that by continuing down the same big-is-better path the industry may find it simply too difficult to get its arms around the critical issues that are of greatest concern to consumers. In a society where individual responsibility has been replaced by zero tolerance and litigation, adhering to a strategy of bigger is better may no longer be the best approach.”


Even the industrial meat processing trade magazines admit that believing in a strategy of bigger is better may no longer be the best approach!
Why does BC have smaller farms than most of the rest of Canada?
Anyone that travels around BC knows it is the geography that produces diverse, but small biospheres, so it follows that the agriculture industry is small and diverse.
To support small-scale agriculture and methods of adding value, a new policy is needed.
## PROGRAM

### Friday April 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Other information</th>
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<tbody>
<tr>
<td>10:00-11:00 AM</td>
<td>Registration</td>
<td>Set up product tables and displays</td>
</tr>
</tbody>
</table>
| 11:00-Noon    | **Linda Chase-Wilde**  
                BC Min. Community Development,  
                Co-operatives and Volunteers (MCDCV)          | Welcome                                                |
| Noon-1:30 PM  | **Sandra Mark**  
                Community Venture Development Services (CVDS)     | Informal meet and greet                                |
| 1:30-3:00 PM  | Panel—Situalional Analysis from five sectors.                       | Finger food/networking                                 |
| 3:00-4:00 PM  | Discussion Groups                                                    | Each sector meets and generates list of major barriers and opportunities in their communities. |
| 4:00-5:30 PM  | Plenary                                                              | Report back from the five sectors to create a coherent list of Barriers and Opportunities |
| 6:00-8:00 PM  | Dinner                                                               | Speaker: Carrie Shafer and Terri Hanen                |
| 8:00-10:00 PM | Entertainment                                                        | Carrot and Tomato Monologues                          |

### Saturday April 7, 2001

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Other information</th>
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</thead>
<tbody>
<tr>
<td>7:30-8:30 AM</td>
<td>Buffet Breakfast</td>
<td></td>
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<tr>
<td>8:30-10:00 AM</td>
<td>Workshops will be run twice to provide opportunities for people to focus on two of their most urgent concerns.</td>
<td>1. Environmental Health regulations</td>
</tr>
<tr>
<td>10:30-Noon</td>
<td><strong>Buffet</strong></td>
<td>2. Merchandising and Marketing</td>
</tr>
<tr>
<td>Noon-1:00 PM</td>
<td>Lunch Buffet</td>
<td>3. Co-operation and Networking</td>
</tr>
<tr>
<td>1:00-2:30 PM</td>
<td>Plenary: What do we need to build a strong small scale food processing sector in BC?</td>
<td>4. Development financing and infrastructure needs</td>
</tr>
</tbody>
</table>
| 2:30-3:00 PM  | Sum-up and Evaluation                                                | 1. Workshop report back from Barriers and Opportunities discussions.  
                                                        2. Next Steps: Action Plan for the future. Do we need a provincial strategy to support small scale food production? |
The Small Scale Food Processor Association (SSFPA) is a federal non-profit corporation that is incorporated by small-scale food processors because, at this time, they realize they need a more powerful strategy. The SSFPA is designing small-scale infrastructure and development system as if the small-scale agriculture enterprise matters.
The community members contributed their time to create a vision,

The SSFPA Vision is of creating regional food sustainability.
The mission of our SSFPA organization is to represent the interests of small-scale food processors by:

- Establishing an industry identity
- Supporting regional based small-scale food processor systems
- Providing relevant and timely information
- Advocating for supportive policies
- Creating programs to support development and growth of small-scale food processors.
And values statement, which they asked to be included in the by-laws of the SSFPA.
Achieved Year One

- Develop a strategic plan
- Conduct baseline industry research
- Establish information clearinghouse
- Develop a Communications plan
- Build strategic partnerships
- Develop & promote commercial kitchen incubator support program
- Define geographic food cultures
- Develop advocacy strategy re: regulations
- Incorporate legal form
Godfrey Ferguson has been making spicy and hot sauces for over 30 years and lives in Duncan. His son Dan, now has ownership of the family farm and is establishing an extensive organic green housing and farming facility. Godfrey and family are looking forward to again successfully producing and marketing his sauces as was done with Warmland Gourmet. Godfrey is a Processor Director.

Pat Reichert lives on SaltSpring Island and produces stone ground flour. Pat also participates in the Growing Circle co-operative on SaltSpring Island. This experience in working at the board level, and working with innovative community ideas like the Island Monetary Fund (IMF), is strong social capital for the SSFPA to have access to. Pat is a Processor Director.

Herb Thiessen has been part of the steering committee in the development phase of the SSFPA in his capacity of being the General Manager of the Community Futures Development Corporation of South Fraser. Herb has brought a strong business perspective to the SSFPA, and is working to increase the business vitality of the agricultural and agri-food industries in the Fraser Valley. Herb is a Supporter Director.

Donna Denison lives & processes food on site at Little Creek Gardens, which is located on Westside Road near Kelowna. Donna tries her best to include as much organic in her Little Creek Dressing as is affordable. Donna is reaching commercial sales volumes, and is very aware of trying to lower costs and increase revenue and to have a social conscience. Donna is a Processor Director.

Gail Briggs is getting lots of press, and works in her federally inspected food processing facility in Rycroft Alberta. Gail has a diverse range of types of jams and jellies and preserves, and with quality presentation a higher specialty food market is the goal. Her experience is an inspiration to others just starting. The reality of how hard the work is also comes through in the stories, and yet somewhere in the conversation there will be humour and laughing. Gail is a Processor Director.

Fred Burton is working across sectors. Fred's Sheep Showcase sells crafts with partners who are renting a store in a mall in Dawson Creek, and he sells sheep meat products in the food system. Fred's ability to understand the many by-products and strategies to make the most from everything, is a valuable quality being brought to the SSFPA. Fred is a Processor Director.

Ken Stefanson owns Gabriola Gourmet Garlic and teaches a cottage industry merchandising course called "Garlic - Planting to Pickling" at Malaspina College. Ken is looked to for garlic growing and processing information, and participates with his regional farmers' markets. Ken is able to convert complex ideas into understandable language with stories filled with humour. I love his garlic chocolate. Ken is a Processor Director.

Marsha Andrews creates and markets a line of processed food as Marsha's Culinary Delights, and is concerned about labelling and nutritional claims that are misleading. Marsha wants the SSFPA to lead by example by planning for nutritional education and supporting integrity for claims on labels. Marsha is a Processor Director.

Pattie W hithouse has three bee colonies and produces varietal honey in the Highlands near Victoria. Pattie has executive experience with the BC Honey Producers Association and has been asked by them to liaise between their commodity association and the SSFPA, which is a values based market support association. Pattie is a Processor Director.

The SSFPA has a strong and committed Board of Directors.
These are examples of members’ products
These are examples of members’ merchandising and marketing efforts.
How did the SSFPA achieve these goals in the first year?

The Commercial Kitchen Sectoral Consultation event Richmond 2001

The Market Scoping Project 2002

The Field to Table Partnership Project 2003

All these reports are available at the “secure” web site at:
https://wwwssfpa.net/DocsForms/DocsForms.htm
Field to Table partnership project with the regional host—Lillooet Learns

The first day of the workshop was focused on the participants and existing regional research, and reports. The SSFPA reviewed reports to ensure that the workshop would build on decisions already made in the region. The reports reviewed by the SSFPA were:

The SSFPA process then had the participants quickly review the results, and then vote on the parts of the research that indicated the following:
1. South Fraser Valley once was the strawberry and asparagus center of B.C.
2. Large population base interested in value-added locally produced food.
3. Opportunities are strong for import replacement.
4. The BC Agricultural Tourism Association is developing regional strategies.
5. The indicators from the reports focused discussions and action plans around the following:
   a. Marketing
   b. Information on regulations, food safety, recalls, labeling, packaging, business plans, commercial kitchens, and liability insurance
   c. Identifying new opportunities and marketing
   d. Development of the Agricultural and Value-Added Industries in the Sto:lo and other First Nations people

The second day of the workshop built on this knowledge to move participants to identify solutions and next steps.

Field to Table partnership project with the regional host—Community Futures Development Corporation of South Fraser

The second day of the workshop was focused on a situational analysis through the use of SWOT analysis and action planning around the following:
1. Potential Interest in Creating a GMO-Free Zone in the Upper Fraser Valley, BC
2. First Nations market garden group
3. Threading in the Lillooet region
4. Inside this issue:
   a. Marketing
   b. Information on regulations, food safety, recalls, labeling, packaging, business plans, commercial kitchens, and liability insurance
   c. Identifying new opportunities and marketing
   d. Development of the Agricultural and Value-Added Industries in the Sto:lo and other First Nations people

The Small Scale Food Processor Association (SSFPA) sponsored and facilitated four regional Field to Table partnership projects in January, February and March 2003. The vision of the SSFPA is to create regional food sustainability. The purposes of the workshops were:
1. To document the agricultural assets in the host regions
2. To develop a collaborative workshop to start building support for small scale growers and processors
3. To introduce the concept of flexible marketing and/or manufacturing networks
4. To start the development of sustainable business plans specific to regional agricultural assets, that can complement provincial plans

The workshop process was designed to focus on a situational analysis through the use of SWOT analysis and action planning around the following:
1. The reports reviewed by the SSFPA requested a Field to Table workshop to be facilitated in their region.
2. Lillooet Learns was identified as a regional organization that would officially host the workshop.
3. Lillooet and area approached the SSFPA requesting a Field to Table workshop to be facilitated in their region.
4. The SSFPA workshop, “From Field to Table: Add Value and Visibility to Your Agricultural Products,” was held February 10 & 11, 2003 at the Fourfronteview Academy, south of Lillooet on Highway 12.

Inside this issue:
- Business plans of the participants
- First Nations market garden group
- Threading in the Lillooet region
- Challenges in the Lillooet region
- Hopes and Opportunities in the Lillooet region
- Next steps

Sound Bites:
- Regional food insurance
- Day one issues and problems
- Day two: Strategies and action planning

These are examples of the first page of the Regional Reports for the Field to Table Project that show the regional partners, and the plans developed by them, that provided the starting points for the workshops.
What have we learned about small-scale food growers and processors in BC?

• There are many of them, we estimate 600-1,000

• Many more growers want to learn to add value and are starting as micro-processors.

• People all around BC are remembering their agricultural histories and wish to go back to growing and processing, because other economic activities in rural areas, like logging and fishing, are ending.

• All are facing critical barriers to expanding their business.

• The market is very eager to receive BC produce and processed specialty foods.

But there are Challenges and Barriers
What types of Operational Challenges affect your ability to sell your products to distributors/retailers?

Challenges we found:
- Merchandising
- Entering the market
- Appropriate technology
- Need for appropriate education and training

www.ssfpa.net/DocsForms/DocsForms.htm Small Scale Food Processor Association Market Scoping Project
What external barriers do you face in getting your product to the market?

Barriers we found:
- Financing
- Lack of distribution infrastructure
- Time spent to comply with regulations
In Summary

- There is a serious lack of infrastructure to support small-scale agriculture in BC
- There is a growing desire across BC to reclaim agricultural economies
Our Concerns

All the pieces of the puzzle are there to increase viability of rural communities through value adding agriculture, and they are:

• Market
• Technical Assistance
• Finance
... However

• There is no infrastructure
• There is no vision tying these things together
• There is no recognition that value adding agriculture must survive in a globally competitive environment, an environment where other governments subsidise produce and processed food that ends up on BC retail shelves.
“food travels an average of 2000km from field to plate”

“We are importing 90% of the food we eat on Vancouver Island”

“12 major corporations control production of over 90% of supermarket items”

“We have a $3 billion trade deficit in food items in BC”

The SSFPA Hopes

All groups concerned with rural economies will get together with all people involved in small-scale agriculture and develop a common vision and mobilize investment in the systems that can make these dreams come true.

Our studies show that there is huge potential for increasing productivity of small-scale enterprises through flexible marketing/manufacturing networks.
When groups form to buy services in volume, there is a cost reduction when compared with what individuals pay. This is an example of increasing scale and efficiencies through mutual aid.
Five Year Goals

- Achieve name recognition
- Plan for a sustainable industry association
- Develop institutionalized partnerships
- Develop communications strategy
- Pro-active relationships with regulators
- Support industry training
- Plan pro-active Provincial marketing system linked with regional systems
- Offering ongoing training & mentoring
- Established gastronomical regions
- Named development finance source
- Regional development offices and staff

2003/6/1 - 2008/6/1
To Achieve the SSFPA goals, a Strategic Business Case is developed for the organization that recognizes that support from external sources will be minimal.
The SSFPA Biz Case

Is to provide needed services to our members on a revenue generation basis, primarily focused on merchandising and marketing, and then to mobilize resources to assist with the development process.
SSFPA Activities in June 2003

- Capital Regional District “Cooking up Solutions to Common Problems” sector consultation in partnership with: Health Canada, Coast Capital Credit Union and CEDCO Victoria, June 9, 2003

- “Access to Finance” meeting in partnership with VanCity Capital Corporation, June 11, 2003

- “Building a Co-operative Future” in partnership with the BC Co-operative Association to look at reducing costs and increasing sales through multi-stakeholder co-operatives, June 13, 2003