



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

# 2016 ANNUAL REPORT

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



The Investment Agriculture Foundation (IAF) 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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## 20 YEARS AND STILL GROWING!

2016 MARKED A SIGNIFICANT MILESTONE FOR BC AGRICULTURE AND IAF, AS WE CELEBRATED OUR 20TH ANNIVERSARY IN ABBOTSFORD LAST APRIL. ALONG WITH INDUSTRY AND GOVERNMENT, IAF DIRECTORS AND STAFF REFLECTED ON A RICH COLLABORATION THAT HAS FUELED AGRI-FOOD INDUSTRY GROWTH, COMPETITIVENESS AND SUSTAINABILITY ACROSS THE PROVINCE.



IAF's formation in 1996 proved a pivotal turning point in BC's agricultural evolution, with industry gaining unprecedented management of federal adaptation funding. Starting with the Canadian Adaptation and Rural Development Fund and closing with the Canadian Agricultural and Adaptation Program, the adaptation era represents more than \$21 million of project investments in BC alone.

While dozens of funding programs have come and gone through IAF's tenure, each has indelibly contributed to BC's agricultural legacy. But don't take our word for it – in 2016, IAF commissioned R.A. Malatest & Associates to complete an impact study to assess the economic,

environmental and social impacts of government investments delivered by IAF and the results speak for themselves.

For funding recipients through the Canada-BC Agri-Innovation Program, federal-provincial funding allowed many to pursue more thorough research than would have been otherwise possible. Not only did project support result in new product lines for some, but several credit the funding for contributing to broader social and environmental impacts.

Michael Gilbert, founder of Semios-Bio Technologies Inc. (Semios), is one of many who has witnessed multiple benefits unfold through his project. Considered a pioneer of precision

farming in BC, Semios offers advanced technological services that combines data management science with agricultural best management practices. Using Innovation funding, Gilbert was able to implement and enhance a cost-effective application of pheromones for codling moth mating disruption. Not only has this allowed orchardists to minimize their use of inputs and reduce environmental impacts, but the Semios system also protects biodiversity by only applying species-specific pheromones that do not affect beneficial insects.

*"We've had many cranberry researchers from all over North America, standing there with envy in their eyes wishing they had a centre like this to work at," recalls Jack Brown, BCCMC chair.*





But the benefits don't stop there. According to Gilbert, funding to develop the new technology also allowed him to significantly grow his enterprise in terms of managed land and workforce.

"The Semios team grew from five employees to thirty over the course of the project," says Gilbert, adding that they have since expanded from managing only a couple hundred acres to nearly 13,000, comprising nearly 200 new clients.

Enhancing production and sharing best management practices is a cause shared by the BC Cranberry Marketing Commission (BCCMC). Thanks to government funding delivered by IAF, the BCCMC embarked on a five-year project to develop the BC Cranberry Research Farm, the first research facility of its kind in Canada and the fourth in North America. While the Farm was created with the aim of increasing

cranberry production within Canada, it has drawn considerable interest – even longing – from all over the continent.

"We've had many cranberry researchers from all over North America, standing there with envy in their eyes wishing they had a centre like this to work at," recalls Jack Brown, BCCMC chair.

In addition to providing BC growers with information to improve their plantings, researchers are also exploring the impacts of cranberry production on greenhouse gases, insect populations and soil and groundwater.

For Brian and Corin Mullins, owners of HapiFoods Group Inc., funding through the BC Buy Local Program and the BC Agrifood and Seafood Export Program was indispensable in securing their now iconic Holy Crap cereal in both local and international markets.

Thanks to in-store demos that served almost 7,000 samplers, Holy Crap sales soared from four bags to 25 bags per day in BC chain stores like Whole Foods Market, Overwaitea, Save on Foods, Choices Market and London Drugs, as well as at smaller independent grocery stores in BC.

HapiFoods then moved into the international arena, focusing on US and Asian markets, including Japan, China and Korea. Export funding enabled them to participate in 17 tradeshows that have created international brand awareness and generated international trade potential for the burgeoning enterprise.

"We would probably have done 10 to 15 percent of what we did if we were on our own," Corin estimates. "Export and Buy Local funding was critical to our company's growth by providing us with the means to ramp up production and marketing."

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" The support through the Investment Agriculture Foundation is wonderful for small companies like us. It's allowed us to build consumer preference, demand, and sales for Holy Crap products in BC and to participate in world trade shows that would not be possible without funding." CORIN MULLINS, CEO AND CO-FOUNDER, HAPIFOODS GROUP INC.



These are just some of the many stories that illustrate the very tangible impacts that these investments have made over the years.

Since its inception, IAF has delivered \$192 million in government funding to more than 1,700 projects that are helping to stimulate sizable growth for farm, food and processing businesses across the province. In terms of economic impact, the Malatest study found these investments leverage \$1.85 for every dollar, totaling \$355 million!

Although funding programs and priorities have changed over the past two decades, the focus of IAF remains steadfast – to support industry through each challenge and

opportunity, building a stronger, more adaptive community and securing BC's place as a leader in agricultural production.

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**FUNDING: \$140,000 PROVIDED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA THROUGH THE CANADA-BC AGRICULTURE INNOVATION PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE (INN018); \$218,133 PROVIDED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA (A0678.01, A0678.02); \$44,326 PROVIDED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA THROUGH THE BC AGRIFOOD & SEAFOOD EXPORT PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE, AND THE BC GOVERNMENT'S BUY LOCAL PROGRAM (BL151, EX017, EX017.02, EX069, EX069.02, EX203, EX317, EX347).**



## MESSAGE FROM THE DIRECTORS AND STAFF



Dear Friends of the Foundation,

Every year at IAF we are presented with new challenges, opportunities and rewards, and in 2016 we also had a special cause to celebrate as we reached our 20th anniversary. We are honoured that many of you have taken this journey with us and very proud of the connections, relationships and investments made with our industry partners, clients and government. Thank you for your trust and support.

Over the years IAF has delivered dozens of government-funded programs. Many of these programs are of general application to primary agriculture production and value-added food processing. Other programs have been sector and/or issue specific. During this time we have refined our capacity and been diligent in meeting the highest level of client service standards. The decisions made by the board and the government dollars we spend represent direct investment in some of the highest priorities and challenges to our industry.

The Poultry Biosecurity Initiative, for instance, has worked for the past decade to address the threat of Avian Influenza.

Their work has been nationally recognized and set a new standard for emergency planning and response. Find out about the latest developments on page 18.

We also continued to work closely with industry to address environmental and wildlife issues that impact agriculture through the Agri-Food Environment Initiative. Read how orchardists in the Okanagan are implementing new technology that will allow growers to safely and humanely repel birds on page 24.

Equally rewarding are the investments that stimulate real growth and opportunities for farm, food and processing businesses across the province. IAF has played an important role in advancing innovation, research and food safety for our industry through a variety of federal and provincial funding programs.

2016 marked the fourth year of our delivery of *Growing Forward 2* programming. Through the Canada-BC Agri-Innovation Program, we have been working to deliver over \$13 million towards projects that support late-stage research and development, pilots and demonstration projects that follow along the innovation continuum toward commercialization. From small-scale agri-businesses to industry associations and post-secondary institutions, this funding is continuing to change the way we produce, process and protect our food for a variety of sectors throughout BC.

Thanks to Innovation funding, a Vancouver company was able to develop technology that would enable northern growers to attain year-long production while significantly reducing their energy requirements and increasing yields. Read more on page 10.

Every year we are excited to see new clients from both the primary production and processing sectors expand their markets, and 2016 was no exception. For BC companies like HapiFoods Group Inc., funding through the BC Agrifood and Seafood Export Program was

instrumental in building consumer preference, demand and sales for their Holy Crap products throughout the world. In total, 120 Export projects were approved for close to \$1.8 million in funding last year.

Bringing it back to home, the BC Government's Buy Local Program has continued to boost domestic sales for BC's agriculture, food, beverage and seafood sectors. In 2016, we were proud to commit more than \$3.2 million towards over 95 new projects to enhance local marketing efforts to increase consumer demand and sales of BC agri-foods. Find out how a single marketing campaign has helped a local fishery increase their customer base by more than 60 per cent on page 18.

During our 2016 tour of the Pemberton Valley, directors and staff saw first-hand the impact that IAF's investments are having for food processors and producers alike. Nonna Pia's Gourmet Sauces shared their family's story of inspiration and growth in local and international markets. Caveman Grocer, Whistler' Farmer's Market, and Pemberton Distillery demonstrated some of the market opportunities that local businesses are creating to increase demand for local food production. Shaw Creek Farm also spoke to the Pemberton Valley's long history as a seed potato growing area, and some of the ways that the industry is adapting to ensure its future success.

This year on the IAF board, we said goodbye to former vice-chair Bar Hayre, who has been an invaluable asset to our industry during his two terms. We offer our deepest appreciation to Bar and wish him the very best of luck.

We would also like to express our gratitude to the industry specialists and program staff at the Governments of Canada and British Columbia, who provide their expertise,

experience and ideas to both industry and IAF through their input on applications for funding support and assistance with knowledge transfer.

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. I am especially grateful for the extraordinary efforts by our executive committee during the last year. 2016 was exceptionally busy, calling executive members to the adjudication table for 12 different meetings. Each of these meetings represent many hours of preparation by directors before we collectively review applications, and I feel fortunate to have such dedicated colleagues willing to rise to the task.

As our agrifood and seafood sectors work towards the goal of \$15 billion in revenue per year by 2020, we are working to build new relationships and enhance existing partnerships to help make that happen.

We are looking forward to whatever the next 20 years may bring.

Ken Bates  
Chair

Peter Donkers  
Executive Director

## A MESSAGE FROM BC'S AGRICULTURE MINISTER



On behalf of the Government of British Columbia, I would like to thank the Investment Agriculture Foundation for another year of dedication and leadership in supporting the BC agrifood and seafood industry across the province.

As we work towards our goal of reaching \$15 billion in agrifood and seafood revenue by 2020, partnerships with organizations such as IAF continue to support the agriculture sector as a job-creator and an integral part of BC's economy, keeping us on the forefront of market competitiveness and innovation. As well, IAF is helping provide a deeper connection between BC food, BC communities and the people that live in them by leading the application review process for the BC government's \$250,000 Grow Local program.

Looking ahead to 2017, it is going to be a very exciting and eventful year for the agriculture industry. Funding administered by IAF, on behalf of British Columbia and Canada, through the Canada-BC Agri-Innovation Program, the BC Agrifood and Seafood Export Program, and the \$8-million Buy Local program will continue to boost producer and processor market success and growth and increase sales of locally grown and processed agrifood and seafood products within the province. This support means British Columbians are receiving fresh, healthy local foods all year round.

Congratulations and all the best to IAF and its board of directors. Your leadership is appreciated and we look forward to another successful year in 2017.

Norm Letnick  
Minister of Agriculture

## A MESSAGE FROM THE FEDERAL MINISTER OF AGRICULTURE



On behalf of the Government of Canada, I'd like to thank the Investment Agriculture Foundation of British Columbia for all that you do to support farmers, food processors, agri-businesses, and rural communities across the province. With over two

decades of dedication to the sector, IAF continues to deliver programs that foster sustainable growth, from bee and dairy health, to environmentally-friendly pest control. You're also helping many diverse and exciting new agri-based business ventures get into the marketplace.

The Government of Canada is focussed on key priorities to keep the sector strong, from trade, to innovation, to sustainability. We've gained access to China and Japan for BC cherries and peppers respectively, and in the fall I led a major trade mission to China along with a large group from BC's agriculture and food industry.

We're working hard to ratify the Comprehensive Economic and Trade Agreement with the European Union, which will virtually eliminate tariffs on our agricultural exports to the world's largest market for food.

The demand for food in the world is growing, particularly in many Asian countries where their growing middle class are looking for the high quality food Canada can provide. I want Canadian producers to meet that demand, which will in turn create good jobs in Canada.

As Canada celebrates our 150th anniversary of Confederation, we can look ahead to even greater success.

Once again, thank you and I wish you all the best for 2017.

Lawrence MacAulay  
Minister of Agriculture and Agri-Food





## CROPS & VALUE ADDED

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

Whether organic or conventional, fresh or processed, IAF delivers funding designed to help both established and emerging sectors thrive. In 2016, over 160 crop-related projects were approved for more than \$5.2 million. In addition to these new projects, the BC Fruit Growers Association continued to receive funding for projects under the Tree Fruit Replant Program.

### **New Technology Sheds New Light on BC Crops**

While a love of local has come to define BC culture, not all British Columbians can fully embrace the locavore movement. With limited sunlight in northern regions and lack of farmland in urban centers, many BC producers struggle to meet the growing demand for fresh, local food year round.

Eager to fill the gap and help growers reduce greenhouse-related energy costs, QuantoTech Solutions Ltd. undertook a project to develop energy-saving LED fixtures that would enable year-long local production. Unlike existing LED models developed primarily for large commercial greenhouses, QuantoTech wanted to serve the significant number of local, northern and emerging BC growers needing more tailored designs. Two years later, these growers now have the ability to achieve higher yields using half the electricity as conventional lighting!

“By using next generation LED lighting technology, growers of leafy greens, micro-greens and culinary herbs can reduce their energy requirements for production by 30-40 percent and increase yields by up to 25 percent,” explains QuantoTech founder, Alycia van der Gracht, adding the new technology also decreases production time.

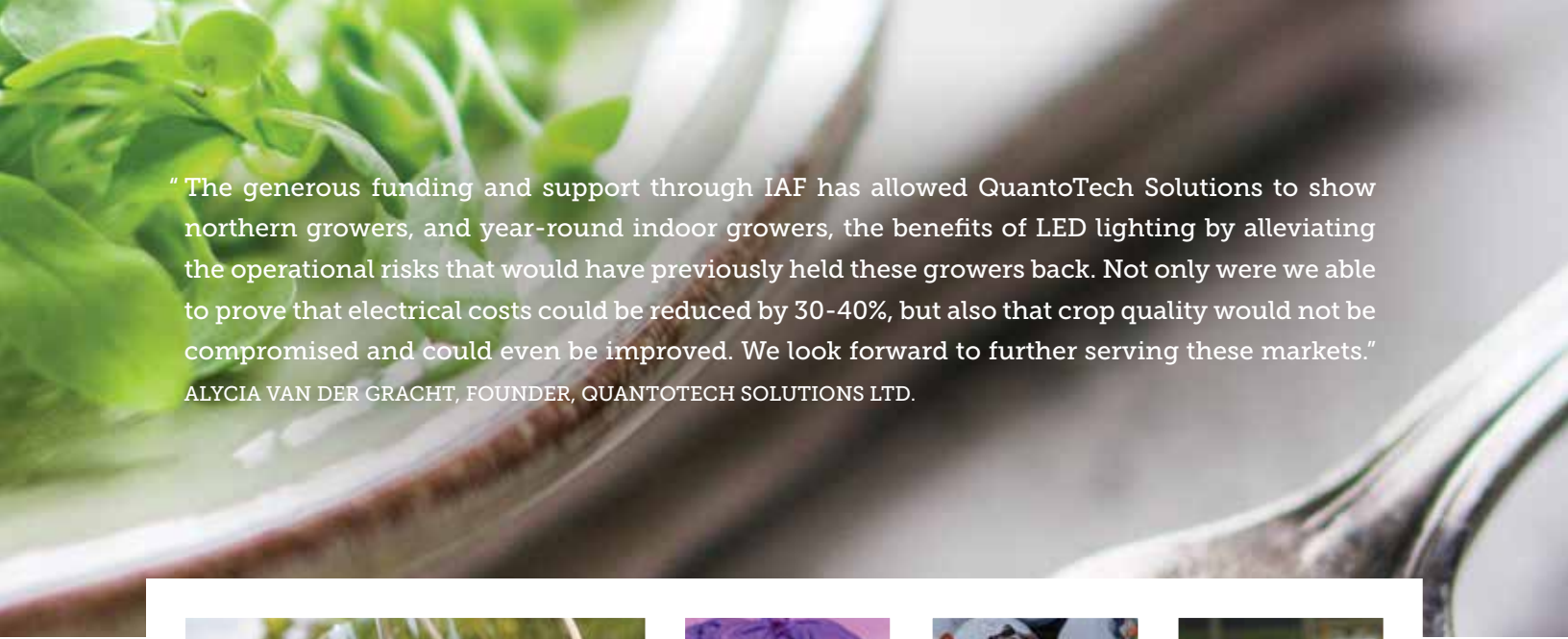
Growers like Aaron Quesnel have witnessed the benefits of the new technology firsthand.

While Quesnel had previously experimented with LED lighting at Sky Harvest, his East Vancouver greenhouse, he was forced to revert to fluorescent tube lighting when the quality of his produce declined. As a project participant however, he discovered the QuantoTech Q200 LED light panel was the perfect fit for Sky Harvest.

“This is the only LED light that has been able to grow a variety of crops with the same quality my customers have come to expect,” says Quesnel, who is working on deploying additional units.

Van der Gracht expects more growers will follow suit as they learn the abundant benefits LED technology offers, particularly in the north.

**“ By using next generation LED lighting technology, growers of leafy greens, micro-greens and culinary herbs can reduce their energy requirements for production by 30-40 percent and increase yields by up to 25 percent.”**



“The generous funding and support through IAF has allowed QuantoTech Solutions to show northern growers, and year-round indoor growers, the benefits of LED lighting by alleviating the operational risks that would have previously held these growers back. Not only were we able to prove that electrical costs could be reduced by 30-40%, but also that crop quality would not be compromised and could even be improved. We look forward to further serving these markets.”  
 ALYCIA VAN DER GRACHT, FOUNDER, QUANTOTECH SOLUTIONS LTD.



“Northern conditions used to mean the growing season was limited to a single summer when there was adequate light, with residents often relying on imported produce the rest of the year,” says van der Gracht. “Now communities can access year-round local crops and growers can potentially maximize outputs with reduced input costs.”

The Quantotech team is now focused on a new partnership with the College of New Caledonia to help facilitate technology adoption in northern communities.

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**FUNDING: \$35,397 PROVIDED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA THROUGH THE CANADA-BC AGRI-INNOVATION PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE. (INN189)**



## APPROVED CROP PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
A0808	Ambrosia Apple Market Strategic Plan	New Tree Fruit Varieties Development Council	\$58,050	AFFF
A0810 AE	Apple Clearwing Moth Control Pilot Project, 2016 - 2018	BC Fruit Growers' Association	\$483,200	SNF
A0814 AE	Blueberries, voles & owls: Best pest control practices in the field	Fraser Basin Council	\$20,000	SNF
A0816 AE	Starling Monitoring and Trapping in Abbotsford Blueberry Fields	BC Blueberry Council	\$60,000	SNF
A0819	Deficit Irrigation and Crop Size Adjustment Strategies for Improving the Concentration of Aromatic Compounds in White Grapes in British Columbia Climates	The University of British Columbia	\$180,000	ACAAF
A0825 SP	BCHGA website and Grower education events	BC Hop Growers Association	\$2,500	SNF
AF021-005	Education and Awareness of Pollinator Forage Plants for Pollinator Health - "Plant Something Bee Friendly"	BC Landscape & Nursery Association	\$66,053	AFFF
BL187	Wards: Farm to Taste Buds	The View Winery Inc.	\$9,684	BL
BL197	Projected BC Marketing Activities of 2016	Greenhouse Grown Foods Inc. DBA Windset Farms	\$13,814	BL
BL203	Local Expansion of International Herbs Product in BC	International Herbs (B.C.) Ltd.	\$49,285	BL
BL224	Increased foot traffic to the Driediger Farms Market	Driediger Farms	\$56,675	BL
BL231	Encouraging British Columbians to enjoy Vintage Veggies as part of Half Their Plate	BC Fresh Vegetables Inc. (DBA BCfresh)	\$69,574	BL
BL246	Launch new Smoothie Fast Pack Products	Snowcrest Foods Ltd.	\$74,913	BL
BL267	Local Market Expansion of Hops under Buy Local Initiative	Noski Venture and Consulting Inc.	\$30,000	BL 2
BL283	Twin Berry's brand awareness to support the local farmers and community	Twin Berry Farms Inc.	\$8,000	BL 1
BL287	Evergreen Herbs Local Market Expansion in BC	Evergreen Herbs Ltd.	\$35,800	BL
EX263	Development of Promotional Material for and attendance at AFFI Convention	Blueridge Produce Inc.	\$3,200	EX
EX287	MBF Export Marketing Plan 2016	Meadow Berry Farms Ltd.	\$6,000	EX
EX302	BC Hot House Export Expansion	BC Hot House Foods Inc.	\$20,750	EX
EX310	Export Development Program to March 31, 2017	Blueridge Produce Inc.	\$38,550	EX
EX318	2016/17 Export Activities	Jealous Fruits	\$42,850	EX
EX322	2016 Export Development Project for Global Fruit Brokers Ltd.	Global Fruit Brokers Ltd.	\$22,624	EX
EX331	SunSelect Export Expansion Funding	SunSelect Produce Limited Partnership	\$50,000	EX
EX337	2017 Washington Oregon Potato Conference	BC Certified Seed Potato Growers Association	\$4,350	EX
EX348	Increasing International Market Share for BC Cherries and Blueberries	Sutherland S.A. Produce Inc.	\$49,345	EX
EX366	Promotion of Ambrosia apples for international market development	Summerland Varieties Corp.	\$45,900	EX
EX369	Expanding Export Market of TTES HOPS Canada Partnership	TTES HOPS Canada Partnership	\$16,375	EX 2

## APPROVED CROP PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
EX373	BC Tree Fruits 2016 Crop Year Export Program	BC Tree Fruits Cooperative	\$17,250	EX
EX375	Greenhouse pepper audit and lifting of ban on exports to Japan	BC Greenhouse Growers' Association	\$16,800	EX
INN264	Early stage prediction and detection of biogenic health issues in ornamental plants	Van Belle Nursery	\$55,000	INN
INN271 SP	Fracture (BLAD protein) for Greenhouse Tomato Integrated Disease Management	BC Greenhouse Growers Association	\$7,215	INN
INN273	Regional Hops Drying Kiln (Pilot)	BC Hop Company Ltd.	\$285,000	INN
INN278	Field Evaluations of University of Saskatchewan Advanced Haskap ( <i>Lonicera caerulea</i> ) Selections in BC	FloraMaxx Technologies Ltd.	\$42,500	INN
INN283	Monitoring Cherry Rot And Its Predictive Preharvest Analysis	Flex Alert Company Ltd.	\$97,000	INN
INN289 SP	Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry	BC Cranberry Marketing Commission	\$10,000	INN
INN300	Cash Crop & Bioenergy Crop Feasibility Study for Northern B.C.	University of Northern British Columbia	\$83,500	INN
INN301	Demonstrate and develop market for TerraBioGen M1 in the floriculture industry	TerraBioGen Technologies Inc.	\$37,500	INN
INN306	Armillaria root/crown rot of Blueberry: Identification, distribution, control strategies	Institute for Sustainable Horticulture, Kwantlen Polytechnic University	\$30,000	INN
INN307 SP	Use of Aerial Imagery for Tree Fruit Orchard Mapping	Summerland Varieties Corp.	\$10,000	INN
INN308	Guidelines for wapato ( <i>Sagittaria latifolia</i> ) production within an agricultural system	Ken's Native Plants	\$9,500	INN
INN309 SP	Assessment of shelf life and fruit quality in blueberries	PhytoInfomatix	\$4,730	INN
INN310 SP	Demonstration of okra and eggplant field production in the Fraser Valley	University of the Fraser Valley	\$7,000	INN
INN312	Dynamic controlled atmosphere storage of organic Ambrosia apples	Summerland Varieties	\$55,750	INN
INN313	Improved sprouter – production-ready prototype	Eatmore Sprouts & Greens Ltd.	\$46,085	INN
INN322	Development of autonomous nursery robotic system	Advanced Intelligent Systems Inc.	\$100,000	INN

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23



## APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
BL162	Quinoa Quickies: Growing a Brand with BC Values	Top Tier Foods Inc.	\$6,340	BL
BL175	Pranin Organic's BC Market Expansion and Brand Promotion	Pranin Organic Inc.	\$15,000	BL
BL188	Fresh, Local, Organic Pre-Packaged Salad Greens with High Nutritive Value	Athena Farm Holdings Ltd. DBA Similkameen River Organic Farm	\$74,500	BL
BL193	Local Market Expansion of Ex-Nihilo Black Star & Ursa Wine Project	ExNihilo Vineyards	\$63,405	BL
BL194	Local Market expansion for Saginaw fresh and frozen baked goods	Saginaw Bakeries	\$66,580	BL 2
BL196	Strategically Positioning B.C. Made Asian Food Products and Engaging Consumers	Hon's Wun-Tun House (2011) Ltd.	\$75,000	BL
BL198	2016 Go-To-Market Strategy	Wize Monkey	\$5,000	BL
BL199	Produce, package, distribute and sell beer made with BC only ingredients	Pacific Western Brewing Company Ltd.	\$30,844	BL
BL201	Enhancing Consumer Awareness of, and Access to, our Craft Beverages	Legend Distilling Inc.	\$30,789	BL 2
BL202	Collect Experiences Not Things With The NEW Dead Frog	Dead Frog Brewery	\$70,000	BL
BL206	Brand Recognition of Maan Farms Products in BC	Maan Farm	\$75,000	BL
BL208	Natera Healthy Products Local Market expansion in BC	Naturally Splendid Enterprises, Ltd.	\$75,000	BL
BL209	Local Market Expansion of Vitala Foods	Vitala Foods	\$55,691	BL
BL210	Local Market and Product Expansion of Petkov Kiwi Production	Petkov Kiwi Production	\$8,895	BL
BL211	Gamma Dees: Made in B.C. Vegetarian, Vegan and Gluten Free options	Gamma Dees Gourmet Snacks	\$13,500	BL
BL213	Bringing innovation in the vineyard and cellar to your glass	Tinhorn Creek Vineyards	\$25,000	BL
BL215	"Raise Your Spirits – Buy Local"	Elemental Distilling Inc. DBA Wayward Distillation House	\$21,918	BL
BL217	Bitters for Culinary and Attracting Consumers to Bartending with Bitters	Kale & Nori Culinary Arts Inc. DBA Bittered Sling	\$12,638	BL
BL221	Next Steps, Expanding our Urban BC Market	Averill Creek Vineyard	\$10,985	BL
BL222	The View Winery Spring/Summer Marketing Campaign	The View Winery Inc.	\$8,727	BL 2
BL223	Growing brand awareness and customer base in retail stores and Farmers markets in BC	Nonna Pia's Gourmet Sauces Ltd.	\$72,004	BL
BL227	Hard Pressed: Fresh, Pure, Premium Cider. Produced, processed and packaged right here in BC	Bordertown Vineyards and Estate Winery	\$18,888	BL
BL229	Holy Crap! BC Made	HapiFoods Group Inc.	\$11,078	BL 2
BL232	Buy BC Local Little Creek Dressing	Food First Enterprises Ltd. o/a Little Creek Dressing	\$17,325	BL
BL240	Targeting Small Communities – Reposition Non-Estate BC Wines	40 Knots Vineyard & Estate Winery Inc.	\$17,150	BL
BL242	Giving BC Consumers a Taste of Hippie Foods	Ike Enterprises Inc. DBA Left Coast Naturals	\$42,143	BL
BL247	Big Ds Bees Launches Pumpkin Spice Honey and Pumpkins at Pumpkin Fest	Big Ds Bees Honey	\$11,500	BL
BL248	#BlendLocal	SmoothieVeggies Local Vegetables Inc. DBA Smoothie Veggies	\$5,000	BL
BL249	Laughing Stock is one of BC's Best Premium Wineries	Laughing Stock Vineyards	\$12,058	BL

## APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
BL250	Launching Forte chocolate fruit spreads in retail stores	Forte Whole Foods Inc.	\$5,031	BL
BL252	Makers & Bakers: diversifying and expanding our consumer sales market	Anita's Organic Grain and Flour Mill Ltd.	\$75,000	BL
BL253	FreeYumm 2016 Market Expansion and New Product Introduction	FreeYumm Foods Ltd.	\$25,905	BL
BL254	New Ciders, Consumer Tastings, and Educational Mandates for BC Tree Fruits	BC Tree Fruits Cider Co* a division of BC Tree Fruits Cooperative	\$29,283	BL
BL256	Local Market Expansion of Inno Specialty Healthy Snack	Inno Specialty Foods	\$52,385	BL
BL259	Increasing BC sales & brand awareness for 'Craft Beer. Wild Life'	Fernie Brewing Company	\$75,000	BL
BL260	Shop'n Share Local: Growing Buy Local Awareness	Artisan Food and Beverage Group Inc. DBA BC Wine Studio	\$7,338	BL
BL261	ExploreBCWine – Discover and Buy BC VQA Wine from the various growing regions of BC's Wine Country	British Columbia Wine Institute Society	\$75,000	BL
BL269	Hardbite Chips – BC's Non-GMO Choice	Naturally Homegrown Foods Ltd.	\$58,450	BL
BL271	Unlocking Real Power of Local Agri-products Through Value-addition and Branding	Tropical Link Canada Ltd.	\$26,900	BL
BL272	New Apple Products to Satisfy Consumer Demand	Taves Family Farms Applebarn	\$9,730	BL
BL281	Local Market Expansion of Howling Bluff Wines under BC Buy Local Initiative	Howling Bluff Estate Winery	\$34,056	BL
BL284	Market Expansion of Naturo Beverages under BC Buy Local Initiative	Naturo Group Investments Inc.	\$63,378	BL
BL285	BC Clean Eating Initiative	Lost Cairn Ventures Ltd. DBA KAPOW NOW!	\$7,725	BL
BL288	BC's Only Sweetened & Dried Fruit Producer	Pacific Canadian Fruit Packers Ltd.	\$75,000	BL
BL289	Encouraging British Columbians to make Woodbridge Ponds /Ripples Winery a 'destination'	CPM Farms Ltd. DBA Ripples Winery & Woodbridge Ponds	\$29,250	BL
BL291	Fair Trade & BC-Made: Increasing BC Coffee Sales	Level Ground Trading Ltd.	\$74,910	BL
BL292	Market Expansion of Seven Stones Wines under BC Buy Local Initiative	Seven Stones Winery	\$12,250	BL
BL295	BC Market Expansion	Wize Monkey	\$5,425	BL
BL297	Design and print a new tin wrap with a BC made logo on our tin packaging	JusTea Beverages Inc.	\$7,070	BL
BL299	BC Market Expansion of House of Rose Wines	House of Rose Winery	\$57,560	BL
EX262	Tugwell Meads to Washington and Oregon	Tugwell Creek Honey Farm and Meadery Inc.	\$4,350	EX
EX264	Sea Cider USA Export Development via Cider Conference Attendance & In-market Visit to Portland, Oregon	Sea Cider Farm & Ciderhouse	\$2,625	EX
EX268	Export to Japan	Bench 1775 Winery	\$14,972	EX
EX269	Participation at the Winter Fancy Food Show	Top Tier Foods Inc.	\$1,150	EX
EX272	Expanding Export Market for BG Health Flaxseed Oil Products	BG Health Group Inc.	\$8,038	EX
EX273	Ellis of Richmond - Trade Portfolio Tasting	Meyer Family Vineyards Inc.	\$4,025	EX
EX276	FreeYumm Market Expansion into the United States, Pacific North West Region	FreeYumm Foods Ltd.	\$16,150	EX
EX278	Export Market Expansion of Naturally Splendid Products	Naturally Splendid Enterprises, Ltd.	\$10,750	EX

## APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
EX281	Fruit Logistica 2016	Misty Mountain Industries Ltd. DBA Misty Mountain Specialties	\$3,950	EX
EX284	50th Parallel China Export Trip	50th Parallel Estate Winery	\$4,700	EX
EX294	Wine Sales & Market Development for Terrabella Wineries in China	Terrabella Wineries Ltd.	\$14,400	EX
EX295	Export BC agriculture products to mainland China	Kalala Organic Vineyards Ltd.	\$6,675	EX 2
EX296	Export BC Agriculture products (wine) to mainland China	Averill Creek Vineyard	\$4,825	EX
EX297	Export BC agriculture products to mainland China	Ex Nihilo Vineyards Inc.	\$5,950	EX 2
EX299	Hardbite US Expansion	Naturally Homegrown Foods Ltd.	\$9,375	EX
EX303	Growing retail distribution and sales in the USA	Nonna Pia's Gourmet Sauces Ltd.	\$30,213	EX
EX306	Growing Export Marketing Plan for Asia and USA	Bremner Foods Ltd.	\$15,950	EX
EX308	Develop Export markets for Bordertown wine products / market BC wine tourism	Bordertown Vineyards and Estate Winery	\$6,900	EX 2
EX311	TCCExports2UK2016	The Chai Company	\$16,909	EX
EX313	Export to Japan	Bench 1775 Winery	\$14,972	EX
EX315	Everfresh Foods expands export sales in Europe, Asia and Middle East markets	Everfresh Foods Inc.	\$18,500	EX
EX316	Exposure for JusTea at the World Tea Expo in Las Vegas, NV on June 15th-17th, 2016	JusTea Beverages Inc.	\$4,148	EX
EX316.01	Establishing an International presence for JusTea in Europe	JusTea Beverages Inc.	\$6,875	EX 2
EX317	Holy Crap Korea - Japan	HapiFoods Group Inc.	\$4,150	EX
EX319	Expanding Export Market for BG Health Flaxseed Oil Products	BG Health Group Inc.	\$37,500	EX
EX324	Market Development & Sales for Terrabella Wineries in South Korea & China	Terrabella Wineries Ltd.	\$15,050	EX
EX325	Export Market Expansion of Naturally Splendid Products	Naturally Splendid Enterprises, Ltd.	\$23,100	EX
EX326	Ethical Bean Export 2016-2017	Ethical Bean Coffee Company Ltd.	\$47,600	EX
EX332	Goobi Gummies Export Project	Craving Asian Foods Inc. DBA Goobi Gummies	\$19,925	EX
EX338	2016 Shanghai Healthplex & Nutraceutical China (HNC) Trade Show	Natural immix Health Ltd.	\$14,200	EX
EX339	Expanding Export Market for Inno Specialty Foods	Inno Specialty Foods	\$17,273	EX
EX340	Export Market Development For BC Grown Cranberry, Blueberry, Cherry Products	Tropical Link Canada Ltd.	\$11,536	EX
EX341	Participation to co exhibit with BC Pavilion at the Seoul Food and Hotel show 2016	Misty Mountain Industries Ltd. DBA Misty Mountain Specialties	\$5,100	EX
EX347	Holy Crap - USA - New York and Portland	HapiFoods Group Inc.	\$5,080	EX
EX349	Vista D'Oro Export Program XIII	Vista D'Oro Farms Ltd.	\$12,350	EX
EX351	Goobi Gummies Export Project - Taste of Canada Showcase	Craving Asian Foods Inc. DBA/ Goobi Gummies	\$2,475	EX
EX356	FreeYumm US Retail Sales Program for Pacific Northwest	FreeYumm Foods Ltd.	\$25,750	EX
EX359	Trade Shows in Hong Kong	Ozen Holdings Ltd.	\$9,543	EX
EX363	Sea Cider 2016 USA Market Development Via In-market Visits and Tradeshow	Sea Cider Farm & Ciderhouse	\$5,650	EX

## APPROVED CROP PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
EX364	Nature Health Product Expo West 2017	Herbaland Naturals Inc.	\$35,840	EX
EX370	SunRype Multi Channel Sampling and Sponsorship Program	SunRype Products Ltd.	\$50,000	EX
EX371	FHC China 2016	Averill Creek Vineyard Ltd.	\$10,338	EX
EX372	Launching Hippiie Foods in the States	Ike Enterprises Inc. DBA Left Coast Naturals	\$25,535	EX
EX374	Export Marketing and Sales in China for BC Agrifood & Wine	Allison Boulton	\$8,100	EX
EX376	Canadian Dragon Fall 2016 Marketing and Sales Development Plan for Wine and Spirits in China, Hong Kong, Germany and the Netherlands	Canadian Dragon Trading Company Limited	\$4,050	EX
EX377	Establishing a presence in large grocers for JusTea in the United States	JusTea Beverages Inc.	\$6,400	EX
EX382	Develop Export markets for Bordertown wine products / market BC wine tourism	Bordertown Vineyards and Estate Winery	\$6,225	EX
EX383	Huxley + FHC China	Huxley Liquor Supply Co.	\$4,189	EX
EX386	Asia Export Development Trip	Top Tier Foods Inc.	\$2,000	EX
EX388	In-market Export Tactics for the Hong Kong Market	British Columbia Wine Institute Society	\$10,250	EX
EX390	Prowein Trade exhibition and European market visits – Spring 2017	Burrowing Owl Vineyards Ltd. DBA Burrowing Owl Estate Winery	\$8,000	EX
EX391	Establishing a presence in large grocers for JusTea in the United States	JusTea Beverages Inc.	\$7,750	EX
EX395	Export Activities December 1, 2016 - February 17, 2017	Nonna Pia's Gourmet Sauces Ltd.	\$17,477	EX
EX396	Market Expansion of SierraSil Joint Formula 14 to USA and China	Sierra Mountain Minerals Inc, DBA SierraSil Health Inc.	\$10,478	EX
EX397	Expo West 2017 - Export Market Development	Wize Monkey	\$7,310	EX
EX398	Level Ground Coffee & Tea Bridges US Connections	Level Ground Trading Ltd.	\$6,383	EX
EX399	VISTA D'ORO EXPORT PROGRAM XIII	Vista D'oro Farms Ltd.	\$8,000	EX
INN257	Develop a Line of Value Added Hemp Seed Burgers	Naturally Splendid Enterprises Ltd.	\$20,000	INN
INN268	Identification and Selection of Non-Saccharomyces yeasts for use in developing aroma and flavor complexity in wine	University of British Columbia / Okanagan Campus	\$18,000	INN
INN272 SP	Vegan - nut free & dairy free Pesto Sauce	Gramma Dees Gourmet Snacks	\$5,000	INN
INN282	Hop Pelletizing Project: Making a better pellet for craft brewers	HOOH Organic Hop Co. Ltd.	\$38,400	INN
INN285	Dual-Texture Gummy Production & Flexible Green Packaging Capabilities	Herbaland Naturals Inc.	\$47,707	INN
INN287 SP	Professional Reformulation of Quinoa Quickies	Top Tier Foods Inc.	\$9,750	INN
INN292	A Functional Vegetable Based Dough; from development to commercial production	Quejos Ancient Foods Inc.	\$76,010	INN
INN302 SP	Commercialization of Vitality Power Iron+Organic Spirulina: Retail Introduction	Vitality Products Inc.	\$10,000	INN
INN314	Exploiting the Health Benefits of a Novel Sourdough Fermented Pasta	Kaslo Sourdough	\$75,000	INN
INN315	Craft Sized Continuous Still Development and Build	Sons of Vancouver Distillery	\$17,400	INN

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23

# LIVESTOCK, POULTRY & AQUACULTURE + VALUE ADDED

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

The provincial Livestock Waste Tissue Initiative continues to be active in preparing the meat industry and local communities to dispose of specified risk material and other abattoir waste in the event of a future mass carcass disposal event. In 2016, projects were approved to identify suitable sites for emergency carcass burial in the Regional District of East Kootenay, as well as GIS study updates for 11 regional districts.

The Poultry Biosecurity and Emergency Response Initiative also continued to offer project support. Development of an Avian Influenza (AI) Surveillance Program is ongoing, while an AI Industry Workshop was held last year to help industry prepare for the 2016 AI season. Workshop participants were able to review lessons learned from the 2014/15 outbreak, as well as challenges and responses to AI in a global context. While the Poultry

Industry Advisory Management Committee wrapped up at the end of 2016, remaining funds for the initiative are still available for AI projects that meet the strategic plan goals.

IAF also offers a variety of other funding programs that benefit these sectors more broadly. In 2016, almost 70 new projects were approved for funding for more than \$2.6 million.

## Buy Local Project Reels in Customers

Skipper Otto's Community Supported Fishery has a story to tell behind every fillet. And thanks to their Buy Local funded campaign, "Get to know your fisherman," the BC company has hooked an avid audience.

Skipper Otto connects wild, local, sustainable, fair-trade BC seafood directly to consumers through an

annual subscription service, offering customers complete transparency about which BC fisherman caught their seafood and where.

But as the adage goes, the medium is the message, and Skipper Otto decided the medium needed a little work.

With the help of the BC Government's Buy Local Program, Skipper Otto launched an ambitious marketing campaign for their 2016 season, creating a strong, recognizable brand that clearly distinguishes their products from out-of-province competition in the crowded seafood market.

According to Director of Operations Chris Kantowicz, his team's enhanced ability to tell their stories lies at the heart of their project's success.

"With the right tools and training, we've become experts at telling the stories around our BC seafood products and the fishermen who

**" People want to support their local BC fishermen," Kantowicz emphasizes. "That's evident from our continuously growing membership and the level of online engagement we enjoy - but they need to know how, and that's where Buy Local benefits us all."**

" Skipper Otto's Community Supported Fishery used Buy Local funding to ensure that all of its BC seafood clearly tells the story about the fisherman who caught it right on each label. We successfully grew our membership through amplifying our stories through new channels thanks to this support." CHRIS KANTOWICZ, DIRECTOR OF OPERATIONS, SKIPPER OTTO'S COMMUNITY SUPPORTED FISHERY.



catch them," says Kantowicz, adding that even product labels are now devoted to identifying fishermen and BC locations, with each fisherman's face and story on all products sold.

And it's clear from the numbers that they've caught the public's attention – by the end of the 2016 sales season their new customer base in BC had risen by more than 60 percent from the previous season, while their Facebook, Twitter and Instagram followers continue to multiply.

Kantowicz believes that telling the story of one BC fisherman on every label and sharing these stories with an online community has captivated the public and allowed Skipper Otto to reach new groups of consumers eager for this type of information.

"People want to support their local BC fishermen," he emphasizes.

"That's evident from our continuously growing membership and the level of online engagement we enjoy – but they need to know how, and that's where Buy Local benefits us all."

FUNDING: \$19,986 THROUGH THE BC GOVERNMENT'S BUY LOCAL PROGRAM. (BL169)



## APPROVED LIVESTOCK PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
A0799	TRU Applied Sustainable Ranching - Seminar Series	Thompson Rivers University	\$43,650	SNF
A0802 AE	A Comparison of Three Different Grassland Ecosystem Restoration Treatments for Enhancing Range Forage Values	Rocky Mountain Trench Natural Resources Society	\$10,000	ACAAF
A0820 AE	TRU-Determining the prevalence of Mycoplasma ovipneumoniae in BC domestic sheep and goats in areas of high risk of contact with bighorn sheep.	Thompson Rivers University	\$42,125	SNF
A0822	Genomic Analysis of Wetland Sediment as a Tool for Avian Influenza Surveillance and Prevention	University of British Columbia	\$200,000	ACAAF
A0823 AE	Mobile Nutrient Separation of Dairy Manure in the Lower Mainland	BC Agricultural Research and Development Corporation	\$103,025	SNF
AF014-A147	Bradner Farms Organic Beef Program	Bradner Farms	\$99,225	AFFF
AIF021	Avian Influenza (AI) Industry Workshop – Lessons learned from 2014 and 2015; preparing for the 2016 AI season	British Columbia Poultry Association	\$21,550	AI-CA
BL230	New opportunities for expanding the emerging water buffalo industry	McClintocks Farm	\$5,000	BL
BL233	BC Sport Horse Expansion & Awareness Project	Dreamcatcher Meadows Ventures Ltd.	\$43,727	BL
BL241	BC Specialty Asian Chicken Promotion	BC Chicken Marketing Board	\$53,375	BL
BL244	Building BC's Local, Farm-to-plate and organic poultry brands build BC sales	Rosstown Natural Foods Ltd.	\$67,839	BL
BL264	Expansion of 100% BC Beef in markets across BC under Buy Local Program and 1846 Banding	CBCB Beef Inc.	\$8,778	BL 1
BL318	Attract More Store Visitors to Increase Revenue	Springford Farm	\$5,050	BL
INN269 SP	Effect of Diatomaceous Earth on Feed Conversion, Efficiency, Growth and Manure Composition in Commercial Broilers	Absorbent Products Ltd.	\$6,856	INN
INN274	Nitric Oxide Releasing Solution: A Novel Non-antibiotic Alternative for the Treatment of Bovine Mastitis	Bovacor Pharmatech Inc.	\$131,300	INN
EX323	BC Sport Horse Export Project	Dreamcatcher Meadows Ventures Ltd.	\$6,645	EX
EX401	BC Sport Horse Export Project	Dreamcatcher Meadows Ventures Ltd.	\$29,950	EX
INN275	Tamago Pilot Development & Commercialization	Vanderpol's Eggs Ltd.	\$33,522	INN
INN299	Avian Influenza Field Use PCR System Aquila Veterinary Diagnostics	Aquila Veterinary Diagnostics	\$51,954	INN
INN319	Prevention and Control of Airborne & Surface Pathogens in Chicken Hatchery and Processing Facilities	Cedar Biotech Inc.	\$200,000	INN
LWTI 097	Regional District East Kootenay Emergency Carcass Burial Site Identification Project	Regional District East Kootenay	\$91,875	LWTI
LWTI 101	Phase 1 GIS Studies Update for 11 Regional Districts	Livestock Waste Tissue Initiative	\$75,000	LWTI
SP241	Future Leaders Development Conference	BC Dairy Association	\$2,180	SNF

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23

## APPROVED LIVESTOCK PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
BL191	Local Market Expansion of Mario's Gelati Dairy Products under BC Buy Local Initiative	Mario's Gelati Ltd.	\$57,475	BL
BL268	Promoting Johnston's BC Pork to the BC Consumer	Johnston Packers (1995) Ltd. DBA Johnston's	\$52,500	BL
BL276	Building Local Consumer Base	Golden Ears Cheesecrafters Ltd.	\$33,750	BL
BL277	To Become BC's Most Trusted Dairy Farm	Donia Farms Foods	\$33,338	BL
BL280	Increase demand and sales of local meat products	Meadow Valley Meats	\$30,075	BL
BL296	Increasing consumption of BC's specialty poultry within the Chinese community	Twin Maple Produce Ltd. (DBA Fraser Valley Specialty Poultry)	\$58,485	BL 1
EX305	Food & Hotel Asia 2016	Donald's Fine Foods	\$6,950	EX
EX342	Pork Jerky export initiative	Made Rite Meats Products LP	\$20,725	EX 2
EX352	Developing Export Markets for Freeze-Dried Pet Food – Part 3	Canature Processing Ltd.	\$4,600	EX
EX365	Expanding Export Market of Country Prime Meats Dried Pepperoni	Country Prime Meats Ltd.	\$38,220	EX
EX367	Natural Pastures Export Application	Natural Pastures Cheese Co. Ltd.	\$19,666	EX
EX385	Trade Mission to UAE and Saudi Arabia December 2016	Punjab Milk Foods Inc.	\$22,500	EX
EX389	BC Agrifoods to Asia	Golden Valley Exports Ltd.	\$6,248	EX
EX393	Marketing Expenditure for Store Demo at Costco in United States	Soo Jerky Limited	\$2,700	EX
INN277	Pilot Project to Develop Sustainable Food Products from Locally Farmed Insects	Heilu	\$45,205	INN
INN303	Pilot Plant Development of VITAGOS™	Vitalus Nutrition Inc.	\$274,643	INN
INN323	Zero-Waste Water Buffalo Curds & Whey Production	Jollity Farm	\$46,395	INN

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23



## APPROVED AQUACULTURE PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
BL216	Harrison Select Branded Buy-Local Salmon Products Market Hub	Harrison Salmon Producers LLP	\$26,500	BL
BL228	Innovative Recipes and Entertaining Ideas for BC Smoked Oysters	West Coast Smokin' Oysters	\$7,027	BL
BL236	Increasing awareness, interest, and consumer purchase of BC Buy Local – Wild Salmon Candy, Traditional Canned Salmon, Smoked Salmon Retort pouches -- in the Okanagan region	Okanagan Aquatic Enterprise	\$14,769	BL
BL239	100% Wild – 100% Sustainable - 100% Local BC	St Jean's Cannery & Smokehouse	\$12,025	BL
BL265	BC Seafood On Your Plate - Buy Local Campaign	Comox Valley Economic Development Society	\$75,000	BL
BL274	BC Wild Salmon Invites Foodies Along for a Ride in New Branding!	BC Salmon Marketing Council	\$37,590	BL
EX265	Co - Exhibition, BC Booth at Seafood Expo North America (SENA) 2016	Hardy Buoys Smoked Fish Inc.	\$7,280	EX
EX266	Funding application for Japan	Cheena Canada Ltd.	\$42,900	EX
EX267	Seafood Expo North America - Boston	Pacific Rim Shellfish (2003) Corp.	\$5,200	EX
EX271	SeaAgra Seafood Export Expansion	SeaAgra Seafood Brokerage Ltd.	\$13,700	EX
EX274	Coldfish Seafoods at the Natural Products Expo West 2016 in Anaheim California	Coldfish Seafood Company Inc.	\$11,275	EX
EX286	2016 North American & Europe Tradeshows	Tri-Star Seafood Supply Ltd.	\$3,250	EX 2
EX290	BC Seafood Expo Media Mission and Speaker Program	BC Salmon Farmers Association	\$50,000	EX
EX292	SENA 2016 West Coast Smokin' Oysters	West Coast Smokin' Oysters	\$7,138	EX
EX293	Seafood Expo North America 2016	Best Honour International Seafood Ltd.	\$2,250	EX
EX300	Brussels seafood show	Grand Hale Marine Products Co. Ltd.	\$3,500	EX
EX307	Fairs for exporting BC seafood	Watson Enterprises Inc.	\$34,434	EX
EX309	Develop new business in emerging markets for BC seafood	Pacific Rim Shellfish (2003) Corp.	\$39,350	EX
EX320	Funding for demos in Japan	Cheena Canada Ltd.	\$42,307	EX
EX328	Expanding to Asia 16/17	Paladin International Food Sales Ltd.	\$7,200	EX 2
EX329	Organic Ocean Seafood Inc. – Expansion into U.S. Market	Organic Ocean Seafood Inc.	\$18,300	EX
EX333	Asian Tradeshows	Premium Food Sales Ltd.	\$2,975	EX 2
EX335	FHA Singapore	Moreland Group	\$9,200	EX
EX354	Expanding Export Market of S&S Seafood (Canada) Inc.	S&S Seafood (Canada) Inc.	\$32,855	EX
EX357	BC Wild Salmon - One of Canada's Finest Exports!	BC Salmon Marketing Council	\$23,600	EX 2
EX392	Attend the Japan International Seafood and Technology Expo	Island Sea Farms Inc.	\$3,850	EX 2
EX394	Coldfish Seafoods at the Natural Products Expo West 2017 in Anaheim California and the Seafood Expo North America in Boston Massachusetts	Coldfish Seafood Company Inc.	\$23,350	EX

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23



## \*FUNDING PROGRAM LEGEND

ACAAF	Advancing Canadian Agriculture and Agri-Food (former federal adaptation funding)
AFFF	AgriFood Futures Fund, a trust funded under the former federal-provincial Safety Nets framework.
BL	BC Government's Buy Local Program (BC Ministry of Agriculture)
CCAP	Climate Change Adaptation Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> initiative)
INN	Canada-BC Agri-Innovation Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> Initiative)
EX	BC AgriFood & Seafood Export Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture through the <i>Growing Forward 2</i> Initiative)
LWTI	Livestock Waste Tissue Initiative (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture)
AI-CA (PIB/ERP)	Poultry Industry Biosecurity/Emergency Response Program (Agriculture & Agri-Food Canada and the BC Ministry of Agriculture)
SF	Sustaining Fund
SNF	former federal-provincial Safety Nets framework

## PAN AGRICULTURE

NATURALLY THERE ARE MANY AGRICULTURAL INITIATIVES AND PROJECTS THAT RESIST CATEGORIZATION. SOME CROSS MULTIPLE COMMODITY GROUPS, WHILE OTHERS ARE DESIGNED TO BROADLY ASSIST THE ENTIRE AGRICULTURE AND PROCESSING SECTORS. IN 2016, MORE THAN 60 NEW PROJECTS WERE APPROVED FOR OVER \$2.2 MILLION.

Helping 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 Agrifood and Seafood Export Program, are also IAF priorities that cross multiple sectors.

Helping the agri-food industry address environmental issues and enhance sustainability also continued as a priority in 2016, with more than \$360,000 in *Growing Forward 2* funding going towards seven new climate change adaptation projects under the BC Agriculture and Food Climate Action Initiative.

Similarly, project support through the Agri-Food Environment Initiative continued to help industry address environmental and wildlife challenges that impact agriculture. Eleven new projects were approved in 2016, including a demonstration project to teach stewardship practices for

wildlife and species at risk, as well as one aimed at implementing and evaluating a starling trapping program in the Central Fraser Valley.

### Bye Bye Birdie

For fruit growers across the globe, birds are a common bane, particularly for those seeking a quiet, humane and cost-effective mitigation strategy. Starlings are especially unsavory interlopers as they not only spread disease but often destroy an entire crop, forcing growers to walk away and leave everything on the tree.

Fortunately for BC growers, Coral Beach Farms decided that a new solution was needed – or at least new to BC. With funding from the Canada-BC Agri-Innovation Program delivered through IAF's Agri-Food Environment Initiative, Coral Beach became the first grower in the province to test the Agrilaser Autonomic Program at its Lake Country orchard.

Recently launched in The Netherlands, the Agrilaser has been successfully used in European orchards and offers a host of benefits according to Coral Beach Hort Manager, Gayle Krahn.

"The Agrilaser is clean, silent and safe for humans, birds and the environment," explains Krahn, who ran the two-year trial that investigated bird activity and damage in both laser-treated and non-laser treated orchards.

While livestock such as cows, pigs and chickens will ignore the laser beam, birds view it as a physical danger and keep their distance.

Configured through remote control and offering a maximum range of 2,000 meters, users can install and control settings from their laptops and are able to define up to ten different areas in which birds are repelled. Coral Beach programmed their laser to sweep just above the trees and only operate during specific times of the day. In less

**"We want to make sure we share a solution that will benefit all tree fruit, grape and berry growers," says Krahn. "I have confidence in the lasers and I think by tweaking the program we can have even greater success."**

“There are many innovative ideas out there on new and better ways of farming. Without support it is sometimes difficult to try new technology or methods making it difficult to stay on the cutting edge of farming. With the help of IAF, Coral Beach Farms was able to experiment with lasers for bird control. This funding emboldened us to test the technology as well as hire a summer student to help monitor bird activity. After using the laser on a trial basis, we felt confident enough to buy more units for our farms. Without initial funding to test this technology we probably would not have tried it. These support programs are essential to growing forward in agriculture and staying competitive in the market.” GAYLE KRAHN, HORTICULTURE/VERNON MANAGER, CORAL BEACH FARMS LTD.



than a minute, the laser covered the 135-acre orchard and led to a dramatic shift in their bird population.

Over time, however, they discovered that while the lasers proved a consistent deterrent on certain species such as starlings and sparrows, crows and magpies eventually became resistant as they adapted to the laser's pattern. A potential solution is to change the laser's pattern every two weeks in hopes of continuously confusing the birds and keeping them repelled. Users also have the option to set the laser to change patterns part-way through the day to cause even more confusion.

During the trial Coral Beach also compared the laser to more conventional bird control methods like falconry and noise makers.

“Noise makers are exactly that – they make noise and as a result bother neighbors and the surrounding community,” laments Krahn, adding that birds also tend to get used to the noise and eventually ignore it.

While falconry may work for smaller farmers, the higher number of falconers needed for a larger operation is too costly for most.

For now Coral Beach continues to experiment with broader-based monitoring and programming, adding more Agrilaser units to its other orchards and sharing information with growers (many of whom are reluctant to invest in technology until it has been tested locally).

“We want to make sure we share a solution that will benefit all tree fruit, grape and berry growers,” says Krahn. “I have confidence in the lasers and I think by tweaking the program we can have even greater success.”

FUNDING: \$12,700 COMMITTED BY THE GOVERNMENTS OF CANADA AND BRITISH COLUMBIA THROUGH THE CANADA-BC AGRI-INNOVATION PROGRAM UNDER GROWING FORWARD 2, A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE. (INN214AE)



## APPROVED PAN AGRICULTURE PROJECTS PRIMARY AGRICULTURE

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *	
A0801	Growing a BC Seed Industry: Increasing the competitiveness of BC seed producers through participatory variety trials	FarmFolk CityFolk Society	\$98,585	ACAAF	
A0809	Strategic Business Development for Farmers' at Farmers' Markets	BC Association of Farmers' Markets	\$15,000	SNF	
A0811 AE	RDOS/WildSafeBC Deer and Agriculture Deer Conflict Mitigation Study	Regional District of Okanagan-Similkameen	\$14,750	SNF	2
A0812 AE	Pest monitoring in the Peace River Region: improving regional knowledge and forecasting abilities for current and emerging pest threats (insect, weed and pathogen)	Peace River Forage Seed Association	\$280,000	SNF	
A0813 AE	Fraser River Salinity Monitoring Program	Delta Farmers' Institute	\$90,000	SNF	
A0818	Organic Online System	Certified Organic Associations of BC	\$117,568	SNF	
A0821 AE SP	Reinvigorating the ManureLink Program for Langley and Throughout BC	Langley Environmental Partners Society	\$8,850	SNF	
A0831 SP	Food Hub Feasibility Study/Needs Assessment	City of Maple Ridge	\$7,500	SNF	
AF014-A146	Hands On: Generation to Generation: Project Phase 2	Societe de developpement economique de la Colombie-Britannique	\$22,400	AFFF	
AF021-001	Swan Conference Panel Discussion re: Swans and Agriculture Working Together	Somenos Marsh Wildlife Society	\$3,000	AFFF	
AF021-003 AE	Stewardship Practices for Wildlife and Species at Risk: Agricultural Demonstration and Outreach Project	Stewardship Centre for British Columbia	\$50,000	AFFF	
B0030	Impact Assessment of IAF Funding	Malatest & Associates Ltd.	\$44,363	SF	
BL219	Think global - eat local - subscribe to Community Supported Agriculture (CSA)	Thoughtful Solutions/Skeena Valley CSA	\$5,000	BL	
BL220	Local Food – Global Flavour	Your Local Farmers Market Society DBA Vancouver Farmers Markets	\$9,300	BL	
BL251	BC Farmers' Markets Because – Fresh, Local & Always in Season	BC Association of Farmers' Markets	\$23,273	BL	
BL258	Outside the Box, Shop Your New Westminster Farmers Market	Royal City Farmers Market Association	\$6,018	BL	
BL266	Discover Your Farmers Market!	Coquitlam Farmers Market Society	\$7,830	BL	
BL278	Learning to Love Local Food (Through Education)	Artisan Farmers' Markets	\$8,008	BL	
BL279	Drive sales of local meat, poultry and produce	Lepp Farm Market Inc.	\$25,200	BL	
BL286	Reaching out to Meals on Wheels clients	MAVA Foods Ltd.	\$6,475	BL	
INN263	Biogas Conditioning for Renewable Energy	Seabreeze Farm Ltd.	\$113,612	INN	
INN265	Integrating Salt-based Thermal Energy Storage Into Local Food Production	Camosun College	\$25,000	INN	2
INN286 SP AE	Expanded Research on Management Options to Control Puncturevine and Lonspine Sandbur	Okanagan and Similkameen Invasive Species Society	\$6,500	INN	
INN293	Commissary Connect – Value Chain Management Network	Mundmedia Enterprises Inc.	\$137,160	INN	
INN298	Improving quality through real time SOP (standard operating procedure) management	1007918 BC LTD DBA SOP Software Systems	\$79,750	INN	
RA CB06	Livestock surface water assessment and options	Cariboo Cattlemen's Association	\$66,000	CCAP	
RA CB07	Agricultural dams knowledge transfer resources	Cariboo Cattlemen's Association	\$66,000	CCAP	
RA CB08	Regional Agricultural Research Alliance/Organization	Cariboo Cattlemen's Association	\$45,000	CCAP	
RA FV04	Agricultural Pest (activities, gaps and priorities) Assessment	Lower Mainland Horticultural Improvement Association	\$50,600	CCAP	
RA OK01	Adapting a decision support tool to improve local tree fruit management	Okanagan-Kootenay Sterile Insect Release Program	\$90,000	CCAP	
RA OK02	Agriculture sector drought outreach pilot	Okanagan Basin Water Board	\$31,500	CCAP	
RA PC07	Knowledge transfer tools: Irrigation feasibility & weather monitoring	Peace Region Forage Seed Association	\$15,000	CCAP	

## APPROVED PAN AGRICULTURE PROJECTS VALUE-ADDED/PROCESSING

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
AF014-A142	Food & Beverage Processing Industry Sector Overview/SME Economic Impact Study	BC Food Processors Association	\$35,000	AFFF
BL178	Local Market Expansion of Vij's Inspired Indian Cuisine in BC	Vij's inspired Indian Cuisine	\$61,693	BL 2
BL204	Aji Gourmet Food Product Market Expansion under BC Buy Local Program	Aji Gourmet Products Ltd.	\$45,000	BL
BL205	LocalDog Promoting Locally Sourced Dog Treats and Foods	Foley Dog Treat Company Incorporated	\$11,361	BL
BL225	Buy Local Program for Asti-Holdings 2016-2017	Asti Holdings Ltd.	\$30,265	BL
BL235	Buy BC Made Foods – Create Jobs In BC	Jiva Organics manufacturing & Distributing Inc.	\$64,400	BL
BL237	Snowdon House - Attract Customers and Increase Douglas Fir Sales	Snowdon House Gourmet & Gifts Ltd.	\$10,253	BL
BL238	Buy Local Marketing Program 2016	Tartine Tarts Inc.	\$11,536	BL
BL255	Big Mountain Foods Buy Local Marketing Campaign	Big Mountain Foods	\$61,960	BL
BL275	Buy Local. Eat BC Gluten Free	The Gluten Free Chef	\$24,430	BL 1
BL290	Product Attribute Identification and Marketing as a BC Local Product	Butterkita Enterprises Ltd.	\$31,441	BL
BL293	JillyV's – Made in BC, naturally	JillyV's Food Products Ltd.	\$46,025	BL 1
EX282	Golden Bonbon - Foodex Japan and Hong Kong	Asti Holdings Ltd.	\$4,908	EX
EX288	Foodex Japan 2016	Monte Cristo Bakery	\$3,250	EX 2
EX289	BMF USA Brand Launch	Big Mountain Foods	\$8,000	EX
EX298	National Restaurant Association, Chicago May 2016, Dairy Deli and Bakery Show, June 2016	Nana's Kitchen & Hot Sauces Ltd.	\$3,050	EX 2
EX312	Export Sales Growth	Tartine Tarts Inc.	\$19,650	EX
EX314	Seoul Food & Hotel Show 2016	Han Ka Export-Import Ltd.	\$4,475	EX
EX321	Seoul Food & Hotel – May 10-14, 2016	Trumps Food Interests Ltd.	\$888	EX
EX327	UNFI Advertising & Market Center Expo	Hidden Garden Foods Ltd.	\$8,550	EX
EX334	International Export Plan for Global Gourmet and Smart Soup	Global Gourmet Foods Inc.	\$10,573	EX
EX336	Golden Bonbon	Asti Holdings Ltd	\$6,630	EX
EX344	Jiva Organics Manufacturing & Distributing Inc.	Jiva Organics Manufacturing & Distributing Inc.	\$44,500	EX
EX346	Sea to Sky Seasonings – Fancy Food Show – Meet with new and existing distributors	Sea to Sky Seasonings Inc.	\$4,450	EX
EX350	KeHE Natural Fall Show	Hidden Garden Foods Ltd.	\$4,825	EX
EX353	International Export Plan for Global Gourmet and Smart Soup	Global Gourmet Foods Inc.	\$8,355	EX
EX360	Funding for Local and International Tradeshows	Indianlife Food Corporation	\$13,800	EX
EX368	Eat Real Canada Export Development Program	Eat Real Snack Food Canada Ltd.	\$25,850	EX
EX384	To attend FHC, SFFFS and NPE	Asti Holdings Ltd.	\$16,900	EX
EX387	Business Development at Industry Trade Shows	Brockmann's Chocolate Inc.	\$21,323	EX
EX400	International Export Plan for Global Gourmet and Smart Soup	Global Gourmet Foods Inc.	\$4,701	EX

[1] Legal agreement pending; [2] Project approved but later withdrawn or terminated; \* See Funding Program legend on p.23

# BOARD INITIATIVES

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

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

## Small Projects Program

The Small Projects Program provides an expedited process for industry groups to access up to \$10,000 for projects valued at \$30,000 or less and lasting up to one year. Nearly 15 new projects were approved in 2016, totalling a commitment of more than \$90,000.

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

## Agricultural Area Planning Program

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

Since 1999, over 55 projects aimed at creating or updating agricultural area plans, strategies or land use inventories have been approved for funding including five new projects in 2016.

The Regional District of North Okanagan and the City of West Kelowna completed projects in 2016, bringing the number of plans completed with funding support to 40.

## Kamloops Plans Ahead


When the City of Kamloops completed its first Agricultural

Area Plan in 2013, there was an abundance of action items that lay before it. One of the most pressing was the development of an Agriculture Water Demand Model that would increase understanding of agricultural water use and bolster BC's commitment under the Living Water Strategy to reserve water for farmland.

A water demand model is a management planning tool that calculates current and future agricultural water demands for areas within the Agricultural Land Reserve and areas zoned for agriculture within the City. Crop type, irrigation system type, soil texture and historical climate data are all used to calculate current water demands and to project future demands using various climate change scenarios.

With federal and provincial funding delivered through IAF's Agricultural Area Planning Program, the City was

**"The water demand model provides a better understanding of the opportunities and issues related to crop irrigation," says Locke.**



“ Our Water Demand Model generated significant interest from the public and put the City of Kamloops in a position to make more informed decisions to promote agriculture within the local economy and ensure appropriate stewardship of our land. Funding through IAF was vital to this project.”

MARVIN KWIATKOWSKI, DIRECTOR, DEVELOPMENT AND ENGINEERING SERVICES DEPARTMENT FOR THE CITY OF KAMLOOPS.

able to complete the water demand modelling exercise in 2016.

For Jason Locke, Community Planner Supervisor with the City of Kamloops, having a resource in place that clarifies water use issues is vital for any long-term agricultural planning.

“The water demand model provides a better understanding of the opportunities and issues related to crop irrigation,” says Locke. “This information can be used by the local agricultural industry to improve agricultural productivity and potentially see more land available for production...from a sustainability perspective, the City sees the model as an important tool to encourage water conservation and enhance local food production.”

Included in the comprehensive report are climate change scenarios developed by the University of British Columbia and the Summerland Research and Development Centre. Among other predictions is an increase in agricultural water demand

due to warmer and longer summers, as well as lower precipitation during summer months.

Using three climate change models, researchers were able to determine that in an extreme climate scenario, there is potential for the annual water demand to increase by up to 18 percent than that experienced in historically dry years.

But it’s not all doom and gloom. Researchers also discovered an opportunity for significant water reduction by converting irrigation systems to a higher efficiency for some crops. Drip systems, for instance, can be used for all fruit and vegetable crops, as well as some other horticultural crops.

Marvin Kwiatkowski, Director for the Development and Engineering Services Department, is thrilled the City now has a blueprint to facilitate future research projects.

“Access to current and accurate data will allow the Kamloops agricultural industry to put additional land under

cultivation,” Kwiatkowski predicts. “The benefits will include increased food production in the region and associated economic benefits, as well as increased food security for local residents.”

As part of the project, the City was also able to complete a Land Use Inventory which gives administrators a better understanding of current agricultural land use and production, as well as an online soils database that offers the agricultural community accurate mapping of potential agricultural land and capability.

An Agricultural Toolkit, including the Agriculture Water Demand Model report, soils mapping and Land Use Inventory is available at [www.kamloops.ca](http://www.kamloops.ca).

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**FUNDING: \$5,000 THROUGH THE FORMER FEDERAL-PROVINCIAL SAFETY NETS FRAMEWORK. (B0016.23.02)**

## APPROVED AGRICULTURAL AREA PLAN PROJECTS

FILE NO.	PROJECT TITLE	PROJECT LEAD	IAF'S SHARE	FUNDING PROGRAM *
B0016.17.02	Revision of the Boundary Area Agricultural Plan	Regional District of Kootenay Boundary	\$15,150	SNF
B0016.27.02	Westbank Centre Agriculture Plan	City of West Kelowna	\$8,500	SNF
B0016.43	Kelowna Agricultural Plan Update	City of Kelowna	\$18,590	SNF
B0016.44	RDCK Agricultural Land Use Inventory and Agricultural Water Demand Model	Regional District of Central Kootenay	\$30,000	SNF
B0028.06	Agriculture Watershed Planning Pilot Program Support	Partnership for Water Sustainability in British Columbia	\$3,520	SNF

\* See Funding Program legend on p.23

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Field Vegetables,  
Berries & Mushrooms  
Region: Lower Mainland

#### Len Bouwman

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BC Ministry of  
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Agri-Food Canada  
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Executive Director

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Senior Program  
Manager

**Alana Wilson**  
(on leave)  
Program Manager

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

**Donna Anaka**  
Buy Local Program  
Manager

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

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

**Christopher Reed**  
Program Analyst

**Jennifer Poulsen**  
Accounting  
Assistant

### Communications Team

**Kelsi Stiles**  
(on leave)  
Team Leader,  
Communications  
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**Tamara Leigh**  
Senior Communications  
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**Franya Jedwab**  
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