



# **Agrifood and Seafood Strategic Growth Plan**

**Finding Common Ground Webinar**

**March 17, 2016**

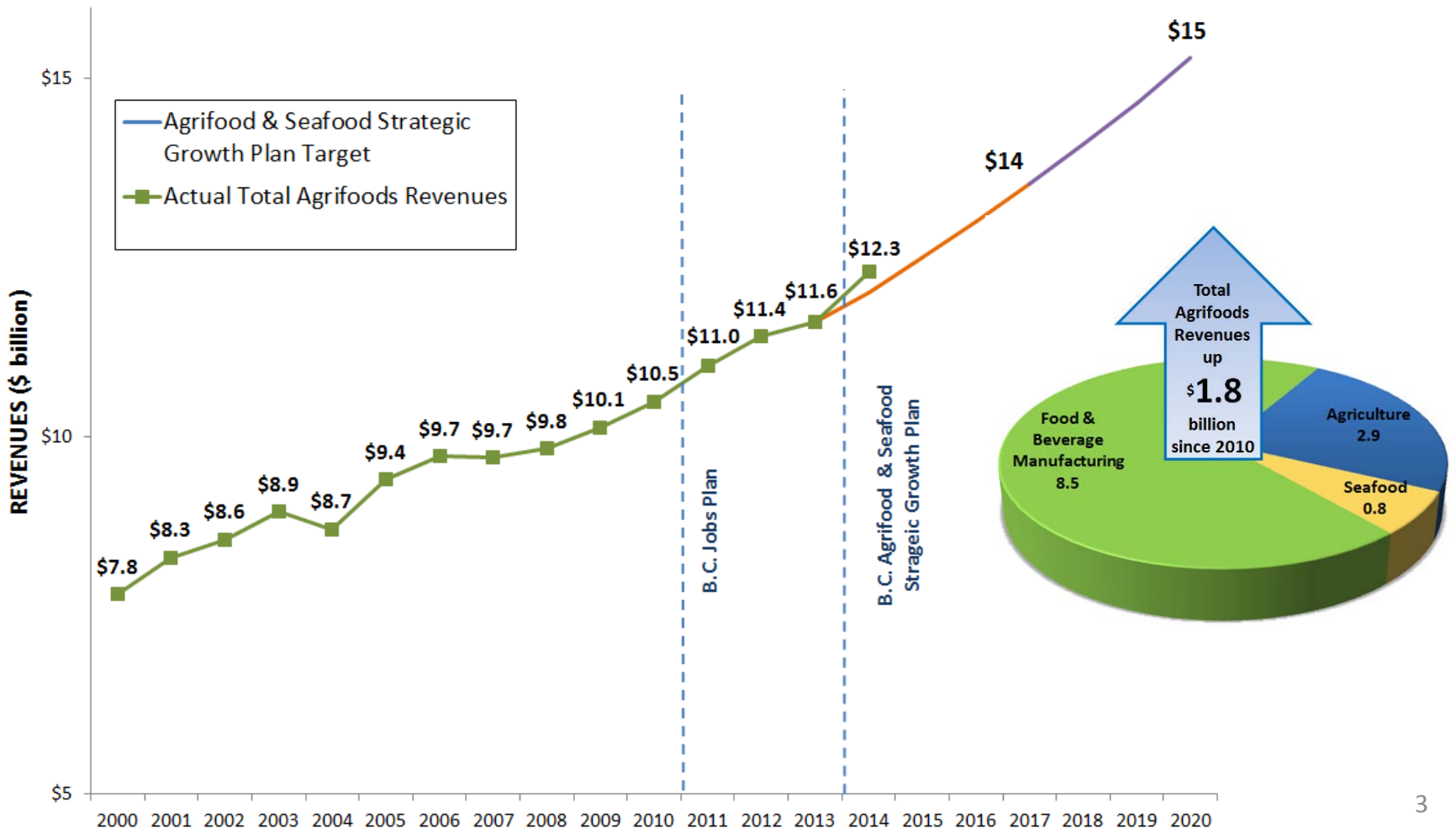
**12:00 – 1:00 PM**



# Presentation Overview

- State of BC's Agrifood & Seafood Industry
- Context for the new Growth Plan
- *Agrifood & Seafood Strategic Growth Plan*
- Key Priority Targets
- Actions to Increase Production – Drive Competitiveness – Build Markets
- Next Steps

# State of BC's Agrifood & Seafood Industry





# Context for the New Growth Plan

## Drivers for the future of BC agriculture:

- Leveraging opportunities to realize significant economic growth
- Preparing for the challenges and opportunities of climate change
- Ensuring BC's food supply security



## Building on success:

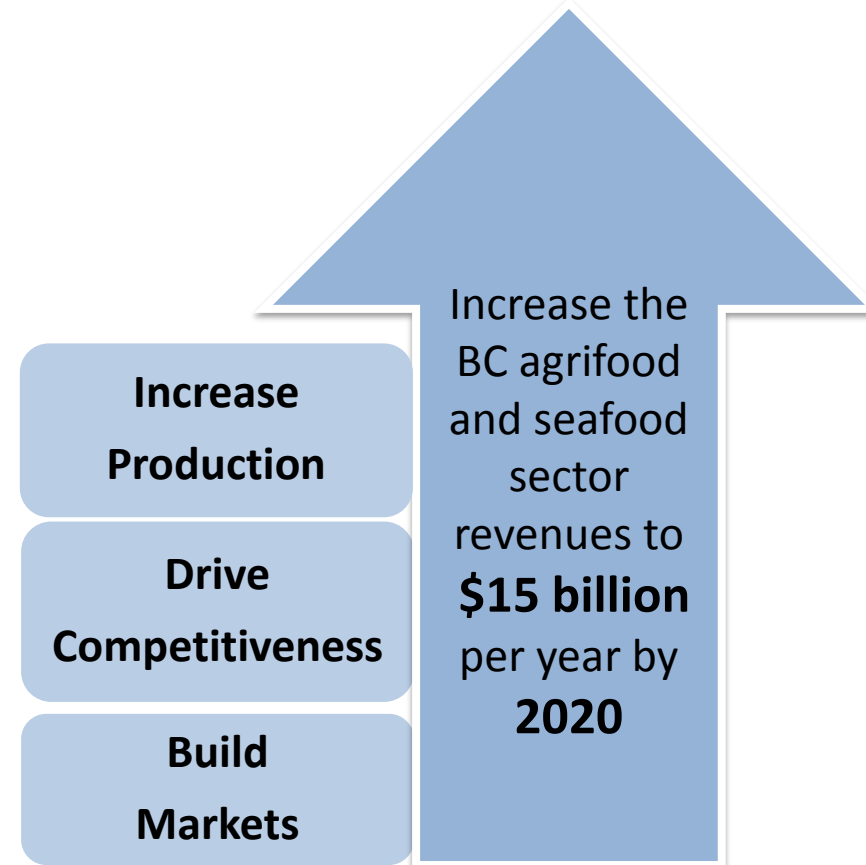
- New Market Access
- Animal Health Act
- New trade agreements

# Agrifood & Seafood Strategic Growth Plan

**Continued vision:** To be an innovative, adaptive and globally competitive agrifood and seafood sector valued by all British Columbians.

## **New Action Plan to 2020:**

- Revised 5-year Goal:
  - Higher goal and extended to 2020
- New performance targets
- 20 action items including:
  - Seafood Strategy
  - Focus on labour issues (e.g. leveraging labour partnerships)
  - Attention to the entire value chain [production - processing – retail]
  - Responds to climate change and food supply security





# Key Priority Targets

## Increase Production

- Increase farmland in production by 91,000 hectares and increase production yields
- Increase aquaculture production by 13,000 tonnes
- Increase the wholesale value of the wild fishery by \$102.5M

## Drive Competitiveness

- Increase the agrifood and seafood profit margin by 3.5%
- Increase agrifood and seafood labour productivity by \$3.70 per hour worked
- Increase agrifood and seafood sector investment in research and development by \$6M

## Build Markets

- Build the domestic market by increasing domestic purchases of BC products by \$2.3B
- Break down interprovincial barriers and increase the interprovincial purchase of BC products by \$1.1B
- Build international markets through increased exports of BC products by \$0.8B



## I. **Actions to Increase Production**

1. Identify options for increasing & intensifying production on unused or underutilized land
2. Implement *BC's Seafood Strategy*
3. Participate in & support labour market initiatives
4. Encourage & enable industry to identify, reduce & manage risk to enable production & improve access to capital
5. Ensure the Agricultural Land Reserve is working for British Columbia
6. Encourage the creation & implementation of a forage plan to increase the quality & quantity of forage for regional & export markets



## II. Actions to Drive Competitiveness

7. Promote the maximization of commercialization opportunities based on market demand, research capacity and industry capability
8. Promote industry adoption of initiatives to enhance biosecurity in British Columbia
9. Encourage innovations that reduce the environmental impact of agrifood & seafood production & processing
10. Work with local governments & industry to develop & support regionally appropriate water management strategies
11. Work with industry, local governments & other partners to increase capacity to adapt to climate change & weather related production risks & impacts
12. Work with the Ministry of Finance to implement the 25% tax credit on the value of farmed food donated to non-profit organizations





### III. Actions to Build Markets

Domestic	13. Work with industry to promote local agrifood & seafood through the buy local initiatives
	14. Encourage the development & adoption of buy local policies for food retail, food services & public sector institutions
	15. Support quality certification programs that provide industry with a competitive advantage
	16. Support access to retail for local producers & processors
Interprov	17. Break down interprovincial barriers for agrifood & seafood products
International	18. Work with industry to create an international strategy that identifies priority markets for agrifood & seafood products to guide program & market development efforts
	19. Support agrifood and seafood businesses that implement internationally-recognized food safety standards
	20. Work with federal partners, the supply-managed sector and the regulated marketing sector to optimize opportunities for growth in the context of emerging trade agreements

# Next Steps

- Continued participation on Minister's Agrifood Advisory Committee (MAAC)
  - David Hendrickson, Real Estate Foundation of BC
  - Heather Pritchard, Farm Folk/City Folk
- Three MAAC working groups will engage in key priority areas (Increasing Production, Driving Competitiveness, Building Markets)
- For further information:

## Strategic Growth Plan

<http://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/strategic-growth-plan.pdf>

## Minister's Agrifood Advisory Committee

<http://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/ministries/agriculture/ministers-agrifood-advisory-committee>