

ANNUAL PERFORMANCE REPORT *2000/01*

AGRICULTURE AND FOOD



BRITISH
COLUMBIA

Ministry of Agriculture,
Food and Fisheries

In March 2000, the Ministry of Agriculture and Food and the Ministry of Fisheries were brought together under the responsibility of one minister, as the Ministry of Agriculture, Food and Fisheries. The two organizations remained administratively separate during the fiscal year covered by this annual performance report, so it articulates the 2000/01 priorities and activities for Agriculture and Food only. The annual performance report for Fisheries is published separately.

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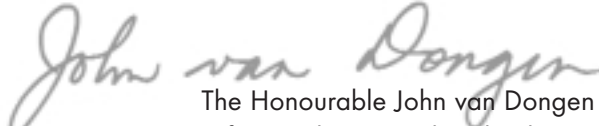
June 2001

The Honourable Garde B. Gardom
Lieutenant-Governor
Province of British Columbia

May it please your Honour,

I respectfully submit the Agriculture and Food annual performance report for the Ministry of Agriculture, Food and Fisheries of the Province of British Columbia for the fiscal year ending March 31, 2001.

Sincerely,


The Honourable John van Dongen
Minister of Agriculture, Food and Fisheries

June 2001

The Honourable John van Dongen
Minister of Agriculture, Food and Fisheries
Parliament Buildings
Victoria, British Columbia

Sir,

I have the honour to submit the Agriculture and Food annual performance report for the Ministry of Agriculture, Food and Fisheries for the fiscal year ended March 31, 2001.


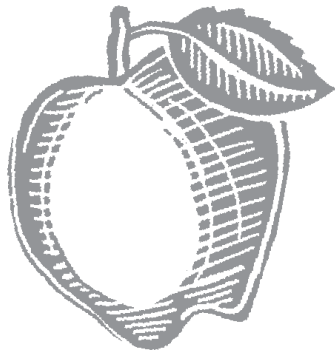

Margaret Arthur
Deputy Minister
Agriculture, Food and Fisheries



TABLE OF CONTENTS



Agriculture and Food

Agriculture and Food Profile	1
Mission, Vision and Operating Principles	1
Environmental Scan	2
Ministry Priorities	4
Agriculture and Food Organization Chart: March 31, 2001	5

2000/01 Key Initiatives

Industry Development	6
Agriculture and Food Industry	6
Policy and Legislation	21
Rural Development	25
Resource Management	27
Agriculture and Food Industry	27
Policy and Legislation	30

Performance Measures / Achievements

Agriculture	31
Food Industry	55
Policy and Legislation Services	66

Administrative Review

Corporate Services	75
Revenue 2000/01	76
Expenditures 2000/01	77

Appendices

1. Glossary of Terms	80
2. Related Boards and Commissions	82
3. Legislation Administered by Agriculture and Food	83
4. Agriculture and Food Offices	84
5. Map of Regions and Offices	86

Agriculture and Food Profile

Originally created by the Department of Agriculture Act of 1894, the present-day Ministry of Agriculture, Food and Fisheries is one of B.C.'s longest-serving ministries. Over the last 107 years, the province's agriculture and food industries have changed dramatically, and so have the provincial responsibilities related to them. Today, the agri-food industry in B.C. generates more than \$18 billion each year and employs one in seven British Columbians, or some 260,000 people.

In 2000/01, 333 Agriculture and Food staff worked in 17 offices around the province. Expenditures totalled \$71.3 million.

Mission

To foster the socioeconomic viability and sustainability of the agriculture and food sectors throughout British Columbia.

Vision

We believe that a strong and healthy agri-food sector is vital to the economy, the environment, and the future of British Columbia. We envision a future in which industry, consumers and government are committed to ensuring secure, safe and high-quality agri-food products for British Columbia.

Operating Principles

In achieving its mission and accomplishing its strategic priorities, the ministry is committed to the following operating principles:

- Continuing to develop policies and programs that result in economic opportunities, while preserving social, cultural and environmental values in rural communities.
- Forging partnerships with industry that result in value-added investment, diversification, and market development opportunities.
- Reducing government program overlap and duplication of services with federal and local governments.
- Improving communication with industry, stakeholders, and government agencies to identify mutually satisfactory solutions to issues facing the industry.



- Managing the ministry's financial and human resources effectively and in an accountable manner.
- Delivering high-quality, cost-effective and publicly accountable programs and services that meet client expectations, in a courteous and professional manner.
- Building and maintaining a productive and diverse workforce by supporting staff development and opportunities for continuous learning, and by promoting a spirit of teamwork, trust, integrity, and social equality.

Environmental Scan

British Columbia's agriculture industry is the most diverse in Canada, producing more than 200 commodities under a wide range of conditions. During 2000/01, the Ministry of Agriculture, Food and Fisheries actively continued to support the ongoing shift, begun several years ago, to a self-sufficient agri-food industry in B.C. That work includes helping the industry respond to often difficult challenges. This year, those included:

- market globalization and rationalization,
- mounting pressure on land-use priorities along the rural/urban interface,
- increasing public sensitivity about environmental issues affecting access to land and water resources, and
- growing consumer awareness of the quality, safety and content of food products.



The ministry works with both traditional and emerging sectors in meeting these challenges, through its industry development programs. In traditional sectors – such as livestock, which continues to be a major component of the agri-food industry – the ministry's emphasis is on maintenance and growth, through effective market and production information, risk management tools, promotion, and access to funding sources. In emerging sectors – such as horticulture, agri-tourism, direct farm marketing, organics, nutraceuticals, specialty crops, small-lot agriculture, agroforestry and others – the ministry's emphasis is on capturing growth opportunities in new markets and with new products.

During 2000/01, B.C.'s agriculture industry showed steady growth in farm cash receipts, net income and total employment. This was a result of both the promotion of emerging sectors and the production of higher-value-added products. According to federal forecasted estimates, B.C. farm cash receipts in 2000 surpassed \$2 billion for the first time, and receipts rose by 7 per cent to an estimated \$2.075 billion, which is 17 per cent higher than the previous five-year average. Crop receipts rose by 9 per cent, and livestock receipts by 5 per cent over 1999.

The total net income for B.C. was reported at \$319 million, up 34 per cent from 1999, and 105 per cent higher than its five-year average. By comparison, the 2000 net cash income of all farmers in Canada was \$7.1 billion, up 15 per cent from 1999 and only 11 per cent higher than the previous five-year average.

While the industry is performing well overall, some sectors faced serious difficulties in 2000/01, including the grain and oilseeds, cranberry and raspberry sectors, which experienced extremely low prices. While B.C.'s tree fruit receipts showed little change from 1999, some components of the tree fruit sector experienced difficulties. Apples in particular had trouble because of an abundant harvest and resulting low prices, not only in B.C., but in world markets as well. While the greenhouse sector (i.e., vegetables and floriculture) continued to grow, dramatically higher energy costs, most notably for natural gas, as well as new local government bylaws in some areas, created challenges for the industry. At the other end of the scale, the beef sector has experienced dramatically higher net incomes as a result of solid prices and lower feed-grain prices.

Trade in agri-food products is expanding rapidly. This is especially true of B.C. exports to markets in the United States. By capitalizing on their relatively small size and inherent adaptability, some B.C. companies have been able to capture niche markets, particularly in specialty products, agri-tourism, vegetables, berries, cattle, and other market segments. This trade expansion occurred despite numerous trade irritants, including the New Zealand and U.S. World Trade Organization challenge of Canada's dairy exports.

Resource use, access to land and water, and pest management continued to shape ministry programs in 2000/01. Programs to deal with ongoing challenges – such as effective riparian management, coniferous tree encroachment/infilling, wildlife predation on farms and ranches, gypsy moth infestations, and the proliferation of noxious weed species – were all continued during 2000/01.

British Columbia is committed to strong environmental goals, many of which have significant effects on agriculture. The Agriculture Environment Green Fund was developed and launched to achieve those goals, while maintaining a profitable farming industry. Among the first of its kind in Canada, the program is being hailed as an innovative approach to balancing environmental and economic interests in the development of a resource industry.

In 2000/01, B.C. successfully negotiated a significantly larger share of the national safety net fund for agriculture, which is now based on B.C.'s proportion of Canada's agricultural industry. This will ensure that B.C. producers are operating on a level playing field with farmers in other parts of the country, and can manage the inherent risks of farming in a way that will foster viable, self-sustaining, competitive farm businesses.

Consumer awareness about food safety has grown during the last year, as a direct result of animal disease events in Europe – particularly the outbreak of foot and mouth disease – and ongoing public concern about genetically modified organisms.

Agriculture has a great deal of untapped potential in the province. B.C. farmers have the ability to produce an almost limitless diversity of crops and raise a wide variety of livestock. The province has undeveloped agricultural lands, a secure agricultural land base, highly effective risk management programs, and new federal/provincial resources to support further development. The ministry is developing new tools to help B.C. farmers, food processors and local communities reach full productivity, boost profitability and ensure long-term sustainability in the B.C. agriculture and food sector.

Ministry Priorities

The ministry's primary goal is to capitalize on opportunities for continued productive growth, so that the agri-food industry is able to achieve greater profitability and create good, sustainable jobs for British Columbians. In 2000/01, the ministry's work on that and its other goals was guided by two key strategic priorities, **industry development** and **resource management**.

Industry development work supports value-added initiatives, competitiveness, investment, and job creation. Resource management work supports management and stewardship programs to maintain and protect land and water resources for agriculture and food.

Core work priorities and sector-specific strategies under each priority are defined in annual branch and divisional plans. They were also articulated in the Agriculture and Food Performance Plan 2000/01.

Industry development

strategies support and increase industry self-reliance. Key activities during 2000/01 included:

- finding ways to make sufficient capital available to industry, identifying funding sources, providing technical expertise and planning advice, and supporting skills development and training initiatives,
- searching out and delivering the latest and most relevant information to B.C. farmers and processors,
- reinforcing consumer and customer loyalty by promoting B.C. products (e.g., the Buy BC program), and

- encouraging value-added production and processing, and the exploration of differentiated product markets.

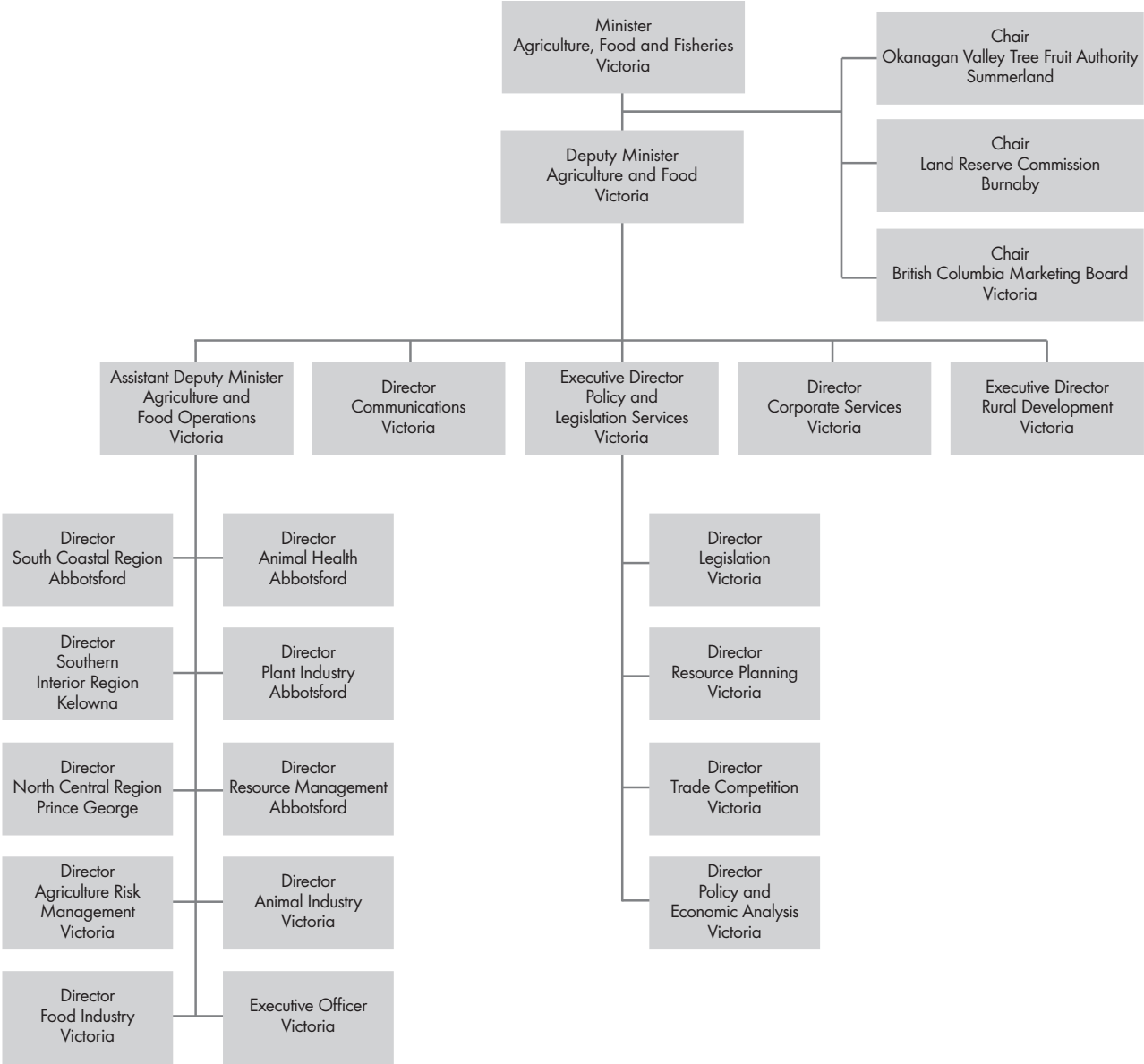
Agriculture and Food initiatives also contribute to reducing major income fluctuations for farmers, help create a positive, market-driven business climate, and support industry-led efforts to identify productive opportunities and regulatory constraints.

Resource management

strategies support the expansion of agriculture within the Agricultural Land Reserve and increase the productivity of farmed land across the province. During 2000/01, the ministry helped:

- ensure that agriculture is well represented in land-use planning, and that agriculture interests and concerns help shape effective, community-driven, local farm bylaws,
- improve access to land and water resources, and protect these resources by supporting environmentally responsible guidelines and farm practices, and
- enhance the viability of agriculture, through innovative programs and practices (e.g., Integrated Pest Management).

Agriculture and Food Organization Chart: March 31, 2001



Industry Development

The British Columbia agri-food industry is the province's third-largest primary industry, after forestry and mining. But only agriculture has created jobs at the same pace as population growth for the past 20 years.

Industry development is the core of the ministry's work in helping the agri-food industry move toward self-sufficiency in all regions of the province.

Agriculture and Food Industry

The agri-food industry in B.C. is diverse in geography and in the commodities it produces. Meeting the needs of that broad client base creates both challenges and opportunities for

the Agriculture and Food Operations Division. Animal Industry, Plant Industry, Food Industry, Resource Management and Agricultural Risk Management Branches work on a provincial level on the commodity, resource and financial issues of the industry. South Coastal, Southern Interior and North Central district staff conduct work at a regional level. Late in 2000/01, Food Industry Branch was added to the division.

Division staff work strategically to achieve the ministry's goals. The division's key client group is industry associations. And just as industry interacts with a wide range of groups and interests, division staff also consider regulatory agencies, local levels of government, industry support infrastructure, suppliers, educational institutions, processors, distributors and the public as part of their client base.

As part of its planning process for 2000/01, the division established a framework of 12 activity areas to support the ministry's objectives in agriculture and food industry development and resource management.

Industry development and competitiveness strategies vary by sector and region. They range from developing new products and production practices, to managing financial risk factors, to monitoring the evolving public demand for food quality and safety assurances.

In 2000/01, the division's work within the **agriculture industry** development strategy focused on:

- market and product development,
- research and technology transfer,
- investment,
- industry self-reliance,
- skills development and training,
- risk management, and
- regulatory reform.



Food industry development strategies dealt with projects to improve conditions for the food producing and processing sectors. Program work in 2000/01 focused on:

- market orientation and promotion,
- food quality, and
- investment in food processing.

Agriculture Market and Product Development

Significant potential exists to maintain or increase B.C. farm cash receipts over the long term by capturing growth and maintaining, stabilizing, diversifying and expanding emerging and established sectors.

Some time ago, a number of emerging industries and commodities were seen as having significant potential to increase the overall productivity and profit of the B.C. agriculture industry. To do so, they needed a funding base to begin the process of creating partnerships, developing long-term strategic plans and carrying out the strategies.

The Agri-Food Futures Fund was established to provide the incentive and opportunity for industry sectors to lead, manage and finance their own development activities and leverage other partnerships. The fund, managed as a trust by the B.C. Investment Agriculture Foundation, is financed by the federal and provincial

governments (at 60 per cent and 40 per cent, respectively) under the Canada-British Columbia Framework Agreement on Agricultural Risk Management. In its 2000/01 budget, the ministry committed \$13.3 million. By March 31, 2001, steering committees were being formed to develop long-term strategies for specific emerging sectors.

Planning grants were announced to help sectors begin developing strategies for environmental stewardship, Vancouver Island agriculture, nutraceutical and specialty crops, First Nations agriculture, and mushrooms. Funding for the remaining sectors will begin in 2001/02.

The priority initiatives identified for funding include:

- adopting environmental values and practices,
- developing a sustainable agri-food industry on Vancouver Island,
- building agri-tourism and direct farm marketing,

- developing the organics industry,
- improving food quality and safety,
- developing nutraceuticals and specialty crops,
- developing small-lot agriculture,
- building agro-forestry industry development,
- diversifying and developing a First Nations agri-food industry,
- encouraging the sustainable development of the mushroom industry,
- developing the apiculture industry,
- addressing agriculture workforce issues,
- developing opportunities for women in agriculture and food,
- developing the food processing and value-added industries, and
- enhancing food quality and safety.

Agroforestry offers significant opportunities throughout the province to diversify farm operations and promote sustainable production practices. The ministry helped organize

agroforestry workshops and presentations at events across B.C. this year and, with Forest Renewal BC, developed the *Guidebook to Agroforestry in British Columbia*. As a result, there was a significant increase in interest by producers, and more organizations and agencies around the province have begun to include agroforestry in their programs and plans.

Conventional grocery retail businesses have become increasingly concentrated, which makes it very difficult for local producers to gain access to the stores. Direct marketing from the farm or from a farmers' market is an important alternative for producers who may not have access to traditional wholesale/retail marketing channels.

The B.C. Association of Farmers' Markets held their first annual general meeting in February in Vernon, hosting more than 70 delegates. In cooperation with

Buy BC and the ministry, a new listing of the B.C. farmers' markets has been printed and will be distributed across the province. It lists locations and contacts for some 60 markets.

The direct marketing associations in the Fraser Valley and on Vancouver Island continue to grow: the Island association now represents more than 70 farms.

Growing trees as a crop is considered an opportunity for diversification and development. However, an attendant challenge is to have the *Assessment Act* revised to include all types of trees – including timber – in the list of primary agricultural production crops, so that farmers growing trees can obtain 'farm class' designation for deeded and leased forest land. During 2000/01, the ministry provided support and information to the Land Reserve Commission (as well as to other offices within the ministry) to develop policy options for trees as a crop.



The B.C. game bird sector, which is relatively new, faces a number of challenges in being competitive in a niche or specialty market. The ministry supported a comprehensive market research study of the industry this year, to identify production-related problems that may be restricting industry growth.

After five years of work in conjunction with the University of British Columbia (UBC), a new species of bird – the partridge finamou – was commercialized for the B.C. commercial poultry industry. The bird was introduced by UBC in a 25-bird breeder flock about five years ago.

Small farms in the Agricultural Land Reserve (ALR) proliferate along the rural/urban fringe, and there is considerable pressure from land owners and developers to remove them from the reserve. One way to retain this land within the ALR is to develop ways for landholders to use it to generate farm income. More viable small farms will provide greater opportunities for new or part-time farmers, and can help reduce pressure for the removal of land from the ALR. This year, the ministry conducted surveys on Vancouver Island and in the Lower Mainland and worked on an industry strategy for taking advantage of these small-lot agriculture opportunities. As a result, small-lot agriculture has been approved as an initiative under the Agri-Food Futures Fund.

To properly manage their operations these days, farmers in B.C. need advanced information technology, as well as skills in business management. And with the aging of the current farm generation, there is a growing need for information on succession planning and farm transfers.

In 2000/01, B.C. and Canada renewed the Canada-British Columbia Farm Business Management Program with funding of \$340,000 for the 2000-to-2002 period. Some of the renewed funding will upgrade an interactive Internet extension tool called FBMInet-BC (the Farm Business Management Information Network for B.C.), which helps farmers with farm and enterprise budgets, strategic planning studies, and conflict resolution materials. The ministry also updated estate and succession planning information.

The ministry formed the Rural Development Office in April 2000 to support the minister's new responsibility for rural development. This includes implementing economic development recommendations from the Premier's economic summits and helping rural British Columbians make decisions about their future.

Within the agriculture sector, particularly for remote rural areas, skills development and the availability of learning materials for agriculture and food processing was identified as a constraint to development. The ministry therefore worked with the Open Learning Agency to prepare distance education materials. Three projects are now underway:

- Agriculture in the Classroom kits for Grade 11 students,
- Small-Scale Alternative Agriculture and On-Farm Micro-Processing Options, and
- Integrated Weed Management Materials Development.

Low prices in 2000 for tree fruits resulted in continued requests from fruit growers for financial assistance. As a follow-up to the 1999 roundtable consultation process with all major stakeholders, more work was done in 2000/01 to assess the situation and develop a long-term strategy for sustainability of the tree fruit sector.

The mandate of the Okanagan Valley Tree Fruit Authority has been extended by five years, to March 31, 2006. As well, the orchard revitalization program budget was increased to \$5 million per year for the next five years to facilitate the replanting of 2,025 hectares to higher densities of new varieties. The program's guidelines were changed to incorporate the Transitional Production Adjustment Program (TPAP), which was reinstated in 2000. TPAP is provided to farmers to partially offset revenue that is lost during the transition period when the plantings of new varieties are becoming productive.

A total of 257 hectares were replanted, with \$2 million in replant grants. TPAP grants totalling \$2.2 million were distributed to growers who replanted in 1999. As part of the revitalization program, the OVTFA supported the Sterile Insect Release Program with grants of \$285,000, both to assist in the operation of the program and to offset the costs incurred by growers during the transition period. Further details on specific activities and results are available in the *Okanagan Valley Tree Fruit Authority Annual Performance Report 2000/01*.

The selection of appropriate varieties for replanting is a key determinant in the successful revitalization of both the orchard and the tree fruit industry. The ministry therefore worked with industry this year to develop a new variety development strategy. The result is a new apple variety, Ambrosia, which many growers are now planting.

A \$2 million tree fruit industry development fund was also put in place this year to help the industry develop a long-term strategic plan for self-sustainability.

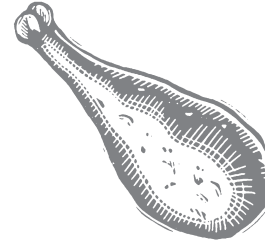
The dramatic jump in natural gas prices late in the year contributed to a financial crisis in the greenhouse industry, and led growers to consider alternative fuel sources, such as coal and oil. But that raised concerns about air emissions and technical feasibility. The ministry worked with the industry, the Job Protection Commissioner, the Ministry of Environment, Lands and Parks, and the Greater Vancouver Regional District to address these complex issues and others, such as adapting new technologies and identifying potential alternative energy sources. One of the options discussed was the potential for co-generation systems that involve on-farm equipment which burns natural gas for greenhouse heating while it generates electricity.

Vancouver Island agriculture has significant potential for meeting the needs of Island markets, but it faces challenges in transportation, infrastructure and other factors that increase costs of production. The ministry held a roundtable discussion in November 2000 with all stakeholders to develop long-term strategies for farm management, regulations, marketing, processing and distribution. As a result, the provincial government set up a \$2 million trust fund to develop the strategies.

Organic chicken is one of several agri-food products that have emerged in recent years in response to new market opportunities. Raising organic chickens employs a different production system than raising traditional commercial birds, and British Columbia Chicken Marketing Board regulations did not accommodate those systems. The board therefore changed its general orders this year, to allow specialty chicken production of up to 500 birds per week. Previously,

producers were restricted to a maximum of 200 birds per year, and then only for the producer's own consumption. This change offers more security for the entire chicken industry, including small-lot agriculture producers.

Producers in northern B.C. are looking for ways to diversify their production to maintain and expand the region's potential, particularly in the face of historically low grain prices. To help grow and diversify the agri-food sector in central and northern B.C., Growing Beyond 2000 - A Northern Agriculture Symposium was held in Prince George in early October 2000. The event, which hosted 175 participants from around the province, was an opportunity to showcase the existing agriculture industry and identify new agricultural and associated investment opportunities for potential investors.



Vanderhoof has a large and vital farm community, but it has had to depend on ministry services out of Prince George - until this year. The Ministry of Agriculture, Food and Fisheries opened a satellite office in the Vanderhoof Access Centre in March 2001.

The agri-food industry believes that informing and educating government leaders is important to ensure public recognition of the industry's economic significance. To help get the message across, the ministry supported a successful third annual "Agriculture Day at the Legislature" in Victoria in May 2000. The event was staged in conjunction with many agriculture industry commodity groups, whose representatives met with members and officials.

Increased urbanization has reduced public knowledge and understanding of the agricultural industry in B.C., particularly among children. Tremendous opportunity exists within the school system to increase public understanding of the B.C. agri-food system by developing teacher resources that directly fit within the Ministry of Education curriculum guidelines. The ministry continues to support the Agriculture in the Classroom Foundation by providing office space in its Abbotsford complex. The foundation develops materials on agriculture-related subjects for teacher use. During 2000/01, the foundation held teacher workshops and developed new resources. B.C.'s agriculture industry strongly endorses and supports these initiatives as a means of increasing public awareness of and education about B.C.'s agri-food sector.

The Youth Development Program (4-H) emphasizes strong citizenship, leadership and community responsibility among B.C.'s rural youth. Some of the program's key objectives include raising awareness of the B.C. agri-food industry, promoting farm safety, and developing leadership and public speaking skills. In 2000/01, 4-H members completed a number of successful agricultural awareness projects. In one, more than 90 young people, including 4-H members, members of Boys' and Girls' Clubs of Canada, and B.C. First Nations youth from British Columbia and the other nine provinces and the Yukon, participated in Rural-Urban Connections Canada 2000, a conference on agriculture awareness, environmental sustainability, and community leadership.

Agricultural fairs and exhibitions in B.C. are extremely popular in local communities, and they promote increased awareness of the value and contribution of the agri-food industry in the province. In 2000/01, the ministry provided a grant of \$375,000 to the B.C. Association of Agricultural Fairs and Exhibitions, which supports 56 agricultural fairs around B.C. The association is now developing a long-term strategy for self-reliance and increasing agricultural awareness.

B.C. is becoming recognized around the world for its unique and highly successful agriculture industry. In 2000/01, a local government from Wales identified B.C. as a model for agricultural development, and asked that a ministry representative deliver the keynote presentation at a Welsh agricultural development conference.

Research and Technology Transfer

Sharing information helps B.C. farmers stay competitive by staying up to date with the latest developments in research and technology.

The ministry no longer has sufficient staff resources to provide personalized extension services to the farm community, but the level of demand for information about agricultural business opportunities, production technology, and marketing is still very high. To fill the gap, the ministry is piloting "InfoBasket" (at <http://infobasket.gov.bc.ca>), which is a client-focused Internet portal with information on issues and answers to questions. The original components were organics and ornamentals, but the site was expanded this year to include specialty crops and agroforestry. Based on the success of the initial pilot project, the portal will be expanded again in 2001/02 to address the information needs of eight more client groups.

It is very difficult to get a new pesticide registered for use in Canada because manufacturers are unwilling to spend the money necessary to get federal approvals. This puts B.C. horticulture at a significant disadvantage to its neighbouring U.S. states. During 2000/01, the ministry continued to work on behalf of industry to pursue pesticide registrations from Health Canada's Pest Management Regulatory Agency and to address the agency's new registration requirements. This year, five emergency pesticide registration requests and 27 minor-use pesticide registration requests were reviewed and submitted from B.C. Nine of the province's previous minor-use requests were registered.

The Sterile Insect Release (SIR) Program is intended to eliminate codling moth in an environmentally friendly way, by significantly reducing the need to use pesticides. Codling moth has been controlled in the past by a controversial pesticide, but the insect continues to be a significant pest in the tree fruit sector.

During 2000/01, the ministry continued to provide technical advice to the SIR board of directors and committees and to growers, in an effort to deliver the program effectively and resolve concerns with the program in the Creston community. In 2000, a further \$750,000 was transferred to the Okanagan Valley Tree Fruit Authority to support the program - subject to the SIR board developing a plan to ensure that the program can be self-sustaining once government funding is terminated.

Agricultural research in B.C. is being conducted by a number of institutions, with very little coordination or interface. The ministry believes that a more coordinated approach would increase effectiveness, reduce overlap and improve the adoption of new technologies, so it launched a project this year to evaluate how agricultural research is being conducted and how it can be best coordinated.

Investment

The continued health and viability of the agri-food industry depend, to a significant degree, on attracting new investment and ensuring that there is sufficient capital available to take advantage of opportunities for growth and development.

Promoting investment is important to attracting new capital to the B.C. agri-food sector, which is why the ministry has established investment relationships with more than 36 types of public and private agencies, including various levels of government, banks, immigration consulting firms, and economic development agencies. As a result, the ministry has identified the programs, opportunities and services available in B.C. to attract domestic and new foreign investment into the agri-food industry.



During 2000/01, the ministry created a value-added investment service for investment service providers and ministry staff. It includes information and tools to manage agri-food investment inquiries and let industry know about investment events, trade shows, financial programs, and how to access capital. The ministry also supported a local economic conference in Chilliwack, at which participants shaped an economic development strategy. The plan calls for doubling the industry's economic value by 2005, by focusing development efforts on agri-tourism, support for businesses, value-added agricultural products, and encouraging agri-food foreign investment.

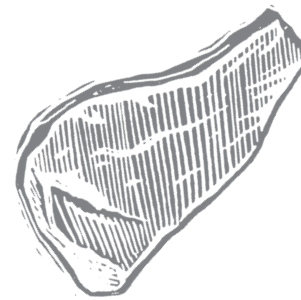
Under the previous Safety Net Framework Agreement, the federal and provincial governments delivered agricultural development programs through the B.C. Investment Agriculture Foundation, formed in 1997. The foundation is a non-profit, industry-led society that supports industry development and adaptation. The ministry provides an ex-officio member of the board, as well as administrative services under an agreement with the federal government and the industry. During 2000/01, the foundation provided support for a wide variety of sector, environmental, strategic and marketing initiatives, as well as for educational and other agricultural awareness materials, skills development, and industry participation in land-use planning.

Recent environmental assessment of salmon farming in B.C. has resulted in several recommendations, and the ministry's Animal Health Branch has been given the responsibility for establishing an active surveillance system to monitor fish health. As one initial step, the ministry's Animal Health Centre in Abbotsford developed several new diagnostic tests that can more accurately detect salmon diseases. The ministry has also developed a fish health code of practice and a Letter of Understanding with the aquaculture industry to share a common database of disease events. This increased monitoring of fish health will help the salmon farming industry continue to develop responsibly.

Industry Self-Reliance

The ministry's work in this area helps producers become more self-reliant and less dependent on government for services and financial assistance.

The Feeder Associations Loan Guarantee Program was introduced at a time when most of B.C.'s cattle were being sold to Alberta as calves, for finishing. The intent of the program is to keep more cattle in B.C. for backgrounding and finishing, to retain the associated jobs and investment. Under the program during 2000/01, feeder cattle purchases increased in numbers and value, to more than 26,000 head at a value of approximately \$17 million (second only to the 1995 value of \$18.3 million). Bred heifers purchased were estimated at 4,200 head valued at \$5.3 million, up from 2,400 head at \$2.3 million the year before.



Farming is not usually a wealthy occupation, and many of B.C.'s farm organizations are struggling to survive. With the goal of stable funding for farm organizations, the B.C. Agriculture Council developed a strategy that calls for short-term financial assistance to help the industry build long-term self-sufficiency. The ministry is providing a \$400,000 conditional grant in 2000/01 and in 2001/02 to help the council improve communication among industry groups and establish a levy structure.

Skills Development and Training

By developing and improving their skills, farmers, farm workers, managers and service providers to the agriculture sector will continue to increase their self-reliance, safety and economic viability.

Maintaining high-quality labour is a critical factor in successful farm operations. The average cost of agricultural labour represents 20 per cent of B.C. farm expenses. On many crop farms, labour is the largest single expense. Yet agricultural wages are relatively low, working conditions are often poor, and collective bargaining is almost non-existent in the sector. These issues have resulted in

worker shortages, particularly in the largely hand-harvested crops such as berries, vegetables and tree fruits. During 2000/01, the ministry supported two projects aimed at improving that situation. In Oliver, a farm labour exchange pilot helped farm employers find seasonal help and upgrade a harvest worker campsite. In the Fraser Valley, where berry farmers were concerned that a labour shortage might jeopardize the harvest, worker availability was reviewed, and a seasonal labour exchange pilot project was launched in July. By the end of October, the project office had made more than 4,500 individual referrals to employers looking for seasonal harvest workers.

To help agriculture address the number of workforce issues it faces, the ministry continues to support the work of the Agriculture Workforce Policy Board. The board is now making a transition to a broader-based Agriculture Workforce Accord, which will be a province-wide agricultural labour partnership supported by all agricultural employer and employee groups.

The ministry works with the 4-H community to deliver programs that emphasize strong youth citizenship, leadership and community responsibility. In 2000/01, the ministry renewed its five-year agreement with the 4-H Provincial Council, which works to promote agriculture technology and awareness, farm safety, rural/urban connections, increased self-reliance, and new partners. This year, 4-H leaders

received new and enhanced training, and the organization introduced its new 4-H Ambassador Program to provide new youth leadership training opportunities and promote 4-H and B.C.'s agri-food industry. Through arrangements between the 4-H program and the Ministry of Education, more than 125 4-H members have received external Grade 11 and Grade 12 course credits toward their high-school diploma as a result of their 4-H work.

To stay competitive and profitable, growers need the latest information on new production and marketing techniques. The ministry provides a great deal of information to farmers, in print and electronically. It also supports direct contact in large forums and trade shows, such as the Pacific Agriculture Show held each February in Abbotsford. For the 2001 event, the ministry contributed to the Lower Mainland Horticulture Improvement Association

Horticulture Growers' Short Course, at which more than 900 registered attendees received current and competitive technical information from leading speakers and trade show participants.

Safety continues to be a key issue on B.C. farms. In conjunction with the Farm and Ranch Safety and Health Association (FARSHA), the ministry and 4-H members were instrumental in delivering farm safety workshops, seminars or outreach opportunities across B.C. during 2000/01. The information provided during these events is expected to increase safety awareness and reduce the number of farm accidents and casualties in B.C. over the longer term.

Risk Management

The ministry's work in risk management helps protect B.C. farmers against weather- and market-related disasters.

B.C. farmers have been receiving a much smaller per capita allocation of federal safety net funding than their counterparts in other provinces. The government portion of B.C.'s primary risk management programs is financed by the provincial and federal governments under the Canada-British Columbia Framework Agreement on Agricultural Risk Management.

By way of a revised allocation formula under the agreement, B.C. has been seeking an increased share of federal funds, to better reflect B.C.'s proportionate contribution to the Canadian agriculture economy. During 2000/01, the ministry finalized the negotiations that based federal allocations on

B.C.'s proportion of farm cash receipts and market receipts in relation to the national total. This raised B.C.'s share to about 5 per cent from 3 per cent, resulting in a \$13 million increase in federal funding. The ministry was also successful in securing a \$10 million uplift in its 2000/01 budget, which will mean more equitable programs for B.C. producers.

The federal government announced \$500 million in supplemental funding under the framework agreement for 2000/01 to address the challenges facing the Canadian farm sector. This new funding will be made available to provinces under a 60 per cent/40 per cent federal/provincial ratio. B.C. successfully secured its full allocation of \$24.3 million of the new federal funding. This additional funding for B.C. is expected to be allocated for use in 2001/02.

The Crop Insurance Program protects more than 2,500 farmers in B.C. with more than \$251 million in coverage on 33 of the major agricultural crops valued in excess of \$350 million. The program, which is cost-shared with the federal government, helps farmers manage financial risks resulting from weather and certain other perils, alleviating the need for ad hoc government assistance.

The tables on the following page show financial statistics and participation percentages for 2000 (compared with 1999).

It was a significant achievement for the crop insurance scheme during 2000 that participation rates remained steady and coverage increased, resulting in protection of 70 per cent of the eligible production. It was also significant that, while claims were significantly higher in 2000, they remained substantially less than premium revenues for the third year in a row.

To address the historically low participation in crop insurance in the vegetable sector, an Acreage Loss Pilot Project for potatoes, broccoli and lettuce was launched. The pilot was well received, so plans are underway to expand the project for 2001/02 to include all currently insured crops.

The agriculture industry has continued to express concern that the crop insurance premiums for "plus" coverage are too high, particularly during a time of declining farm incomes. During 2000, the ministry worked with affected sectors and agreed to continue a 45 per cent cost reduction of "plus" coverage premiums for a third year, which will reduce the potential demand for ad hoc financial assistance for weather-related losses. "Plus" coverage increased to \$34.3 million in 2000 - a jump of 56 per cent over 1999.

2000

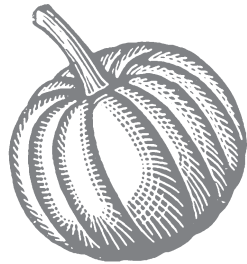
Commodity	Coverage	Premium	Claims	Participation
Berries	\$25,073,782	\$1,228,001	\$122,563	85%
Forage	19,606,550	1,742,920	479,526	36%
Grain	30,310,042	2,322,772	1,894,273	87%
Grapes	19,584,279	653,451	338,750	93%
Tree Fruits	146,994,118	7,533,594	6,925,699	97%
Vegetables	9,741,014	627,021	279,637	52%
Totals	\$251,309,785	\$14,107,759	\$10,040,448	70%

Note: 2000 claims will not be finalized until September 2001.

1999

Commodity	Coverage	Premium	Claims	Participation
Berries	\$25,371,789	\$1,231,792	\$45,103	84%
Forage	19,167,245	1,722,310	598,821	39%
Grain	34,036,094	2,975,083	79,979	81%
Grapes	13,157,595	436,299	817	99%
Tree Fruits	130,909,031	6,546,189	4,312,986	95%
Vegetables	8,169,019	369,273	20,224	48%
Totals	\$230,810,773	\$13,280,946	\$5,057,930	*70%

*70% of the production from crops eligible for crop insurance had some level of insurance in 1999.



The Net Income Stabilization Account (NISA) program, which now includes cattle producers, in addition to farmers, has become a matter of concern to ministers of agriculture across Canada. Participants continue to demand ad hoc financial assistance for income disasters, even while aggregate NISA balances have continued to grow. NISA does not appear to be used by farmers as an income stabilizer, as intended. Therefore, at a meeting in New Brunswick in July 2000, the ministers committed to a review of the NISA program as a stabilization tool in the context of the new Canada-British Columbia Framework Agreement on Agricultural Risk Management. That review is now underway and will be completed by May 2001.

The Whole Farm Insurance Program (WFIP) provides income support to farmers when, for reasons beyond their control, there is an extreme reduction in their net farm income. In June 2000, a federal/provincial framework agreement established the Canadian Farm Income Program, which is cost-shared by the federal and provincial governments at 60 per cent and 40 per cent, respectively. Both programs are delivered as one in B.C. by the WFIP administration.

In the WFIP during 2000/01, the ministry gave 13 workshops for 250 producers and 75 accountants, bankers and farm advisors. It also responded to a severe price decline in the raspberry and cranberry sectors, and provided significant support to the grain, hog and tree fruit sectors.

Changes made by the ministry in the program increased support payments to industry by an estimated \$2 million for the 1999 claim year. Those included working with selected hog and vegetable producers to develop and market an innovative pilot farmer/government cost-shared insurance product to cover negative margins for the 2001, 2002 and 2003 tax years. Some 60 hog and 250 vegetable producers are eligible for the program.

The ministry continues to evaluate the WFIP, to ensure that the program remains effective. The preliminary results of a 2000/01 review indicate that intended outcomes continue to be met. The table on the next page shows the payout experience for the most recent claim years.

Payment levels in any given year do not reflect disproportionate or predominant use of the WFIP/Agriculture Income Disaster Assistance (AIDA) program by any particular type of farm or commodity group. Year-to-year differences in the absolute levels of payments reflect yearly variations in circumstances affecting farm income among different types of farms or commodities.

Oversupply and high inventories of cranberries resulted in an extreme reduction in market prices in 1999. At the same time, energy shortages in the western U.S. and limited natural gas transmission capacity resulted in dramatic increases in the price of natural gas for greenhouse operators. In response, the ministry secured an allocation of \$7.5 million in loss provision during 2000/01 for cranberry growers and greenhouse operators to guarantee up to \$30 million in operating loans under the Farm Distress Operating Loan Guarantee Program.

WHOLE FARM INSURANCE PROGRAM CLAIM PAYMENTS 1997 - 1999

Commodity	1997			1998			1999		
	No. of Claims	Average \$ per Claim	Total	No. of Claims	Average \$ per Claim	Total	No. of Claims	Average \$ per Claim	Total
Beef	-	-	-	9	\$50,271	\$452,440	8	\$28,003	\$224,027
Berries	95	\$25,744	\$2,445,774	70	25,015	1,751,101	47	22,832	1,073,138
Cranberries	1	184,500	184,500	3	106,053	318,159	16	155,604	2,489,667
Forage	29	19,976	579,319	20	37,441	748,832	19	46,640	886,173
Grain	109	26,729	2,913,555	67	31,413	2,104,694	42	32,063	1,346,685
Grapes	-	-	-	3	6,369	19,108	2	4,357	8,715
Hogs	-	-	-	44	71,990	3,167,602	32	92,446	2,958,288
Other Crops	-	-	-	13	36,489	474,360	21	48,155	1,011,261
Other Livestock	-	-	-	5	29,331	146,656	8	23,230	185,848
Tree Fruits	154	11,761	1,811,303	490	17,219	8,437,756	177	13,316	2,356,980
Vegetables	38	51,711	1,965,021	13	43,202	561,635	23	54,352	1,250,100
TOTALS	426	\$23,238	\$9,899,472	737	\$24,670	\$18,182,343	395	\$35,270	\$13,790,882

As noted earlier, B.C. successfully negotiated an increase in its federal funding allocation during 2000/01. This allowed the ministry to provide \$1.4 million for a transportation adjustment program for B.C.

Peace River grain and oilseed farmers, who had been looking for parity with their government-supported counterparts in Alberta. The B.C. Grain Producers' Association delivered 341 payments to Peace River farmers.

Wildlife, primarily elk, consume large amounts of stacked and stored forage that is intended for livestock. The result is substantial financial losses for farmers. To reduce these losses, the ministry developed the Peace River Stackyard Fencing Program in partnership with the Peace River

Regional District. In 2000/01, 73 applications were approved and 12 fencing projects completed for an estimated total cost of \$320,000. This partnership between the two levels of government is viewed as a model for future environmental initiatives.

The ministry's Animal Health Centre provides a complete diagnostic service for the B.C. livestock industry. The service helps producers and veterinarians by diagnosing, monitoring, controlling and assisting in the prevention of animal disease. Some 5,000 diagnostic submissions are analyzed and completed each year. (To reflect the actual costs of the diagnostic service, the ministry increased fees in October 2000, following consultation with the livestock industry.) This surveillance, which provides information about the health of the provincial herd, is integral to the ministry's responsibilities under the *Animal Disease Control Act*.

The ministry issues permits and licences under several statutes to safeguard the food supply system and enable specific farm suppliers to operate their businesses. This year, the ministry put into place a common licensing system for all licences, to improve efficiency and client service.

During 2000/01, Europe and South America experienced serious outbreaks of animal disease (i.e., mad-cow disease and foot-and-mouth disease). To date there are no reported cases of either in B.C. Infectious laryngotracheitis, a provincially reportable disease of poultry, was detected on routine submissions in the Fraser Valley, and a major die-off (i.e., 70 per cent) of the California bighorn sheep in the south Okanagan, which began in the fall of 1999, continued into March 2000.



The ministry's Animal Health Branch is responsible for ensuring that controls are in place to prevent the spread of serious animal diseases in the province. Along with producers, veterinarians and other agencies, the ministry held producer workshops and provided information and recommendations for dealing with these diseases. The ministry also helped prepare an agricultural all-hazards emergency response plan, which was prepared (and will be refined) by all three levels of government to correspond directly to Provincial Emergency Program plans.

Gypsy moth has the potential to dramatically harm B.C.'s forest and nursery sectors, and failure to take effective control measures could result in a quarantine on B.C. exports and have a negative effect on tourism. This year, gypsy moth populations were found in areas of Burnaby and Delta on the Lower Mainland, confirming the need for a long-term gypsy moth management strategy. In the immediate term, the aerial-spray eradication program in Burnaby in early 2000 was completely successful. For Delta, the government initiated a voluntary, community-based ground spray treatment for implementation in 2001.

Food Industry

The goal of the ministry's food industry work is to develop and foster a competitive and market-oriented food processing industry that capitalizes on domestic and international market opportunities.

B.C. participates on a number of federal/provincial and Canada/U.S. committees that deal with trade and marketing issues. This year, the Agriculture and Food Operations Division assistant deputy minister was president of the North American Agriculture Marketing Officials Association. Membership is made up of senior officials from all of the United States and Canadian provinces, and both federal governments. These affiliations play an important role in defusing trade problems that may arise between B.C. and its trading partners.

Since the launch of Buy B.C. in 1993, more than 183 cost-shared projects have been funded, some 700 food service operators have registered to use the logo, and more than 1,300 companies are now using Buy BC logo on their packaging and promotional material. Two million shelf stickers are now up in retail grocery stores throughout the province, helping consumers choose B.C. products. More than 600 products have been identified in 219 B.C. liquor stores.

Consumer awareness of the Buy BC logo reached 76 per cent in 2000, up from 27 per cent in 1995. Throughout the Agri-Food Policy consultations in 1999/00, all sectors of the food industry expressed support for an expanded program, so the ministry has revitalized the program and expanded its marketing/information work.

During 2000/01 as well, the ministry adopted a stronger regional focus for the Buy BC program and launched the Buy BC Farmers' Market pilot program in April 2000 (working originally with individual markets, but, since February 2001, with the B.C. Association of Farmers' Markets). The B.C. Sharing Program is also being expanded. This program, which supports food banks throughout the province through a \$2 donation at retail checkout counters, has raised more than \$2.3 million since it was started in 1997. Other western provinces have expressed interest in the program.

Retailers and consumers are demanding accountability for food quality and safety – from the store shelf, right back to the farm. The ministry has therefore piloted the on-farm dairy Hazard Analysis and Critical Control Point (HACCP) System to ensure that industry takes on-farm food quality and safety issues into

account in day-to-day operations. Over the past year, the system has been implemented in cooperation with the Dairy Farmers of Canada. The ministry is also helping other provinces introduce the program more broadly across Canada.

Access to international markets will become increasingly important to the B.C. grape and wine industry over the next decade as newly planted grape acreage comes into full production. A national wine standard is seen to be a critical factor in making sure that this access is maintained. All of the provinces are working with the Canadian General Standards Board to develop a national wine standard. The ministry also commissioned a report ("Implementation of National Wine Standards in British Columbia – Analysis of Options") to help determine how standards can open new export markets for both B.C. and Canadian wines.

B.C. consumers have expressed a strong interest in identifying food products grown or processed with verifiable characteristics such as "organic," "natural," "green" or "GMO-free" ("GMO" stands for "genetically modified organism"). The ministry held extensive consultations throughout the province to measure consumer and industry interest in setting up special standards for certification of specific attributes. The result was the *Agri-Food Choice and Quality Act*, which allows the province to create, through regulation, at the request of industry, a standards review and certification body. The dairy producers on Vancouver Island and the beef producers in Merritt are currently making plans to take advantage of this new legislation.

Consumer demand for organic foods is still on the rise, and the ministry continues to maintain strong ties with the organic industry to ensure that this sector develops the capacity to meet

demand and expectations. The Certified Organic Associations of British Columbia has started work to ensure that its certification program meets the requirements of both national and international certification systems. These important markets must remain open to B.C. suppliers for the sector to keep growing.

The B.C. nutraceutical, functional food and natural health products sector is growing in response to demand for products with health and nutritional benefits. Annual retail sales in B.C. are estimated to be \$200 million, with an annual growth rate of 10 per cent. There are more than 50 manufacturers now operating in B.C., and more new entrants every year. The industry formed the B.C. Functional Food and Nutraceutical Network in 1998 to foster development of the industry and support its technical, scientific and informational needs. The ministry

sees this new food sector as a development priority and is supporting it by:

- providing start-up funding to standardize the laboratory testing methods for botanical products at the B.C. Institute of Technology,
- publishing the results of industry workshops to promote development, and
- co-sponsoring an August 2001 network conference that will bring together more than 100 industry representatives.

A study conducted in 1999/00 identified gaps in technology-related services for the B.C. food processing industry. As a result, work on two fronts began in 2000/01: a new Web site is being created for the B.C. Food Technology Network, and a series of workshops are planned throughout the province to address the critical needs of access to equipment, expertise and information.

Policy and Legislation

The support work that is done by Policy and Legislation Services underpins all of Agriculture and Food's major programs and strategic objectives. Core functions include taking a leading role in federal/ provincial negotiations and providing a broad range of expertise, counsel and leadership in developing, coordinating and monitoring ministry policy and planning.

Specifically, the division is responsible for policy issue analysis, representing the ministry at key intergovernmental forums, building alliances with other jurisdictions to enhance intergovernmental relations, maintaining the ministry's policy framework and all relevant and related legislation, and maintaining and disseminating information bases on agri-food industry conditions, performance and resources. Other significant areas of responsibility include trade, regulated marketing, First Nations treaty negotiations, taxation, transportation, and corporate planning.

Policy and Legislation Services deals with clients as diverse as the Safety Net Advisory Committee, the British Columbia Marketing Board, individual agri-food industry groups, and consumers.

In 2000/01, the division focused on meeting performance goals for industry development in:

- policy development,
- regulatory reform, and
- trade and investment.

Policy Development

Leading Federal/Provincial Negotiations

The agricultural safety net in B.C. is made up of a number of programs that help farmers deal with unexpected weather and market disasters. The federal and provincial governments jointly fund safety net programs according to the provisions of a single negotiated federal/provincial agreement. The last agreement expired on March 31, 2000.

The division continued during 2000/01 to lead negotiations on behalf of the ministry to finalize a new safety net agreement. Those negotiations were rewarded in July 2000 with a final agreement that incorporates a new funding formula based on the relative size of the industry in each province (i.e., federal funds to each province now correspond to each province's proportional farm industry output and production).

As a result of that agreement, B.C. was also able to leverage additional funding, in early 2001, using the same funding formula. B.C. was also able to capture the extra \$24.3 million in funding by using its current expenditures as the matching provincial contribution.

Agri-Food Biotechnology and the Life Science Economy

The application of genetic engineering technologies in the agri-food industry has emerged as a major policy issue. Public

concerns have increased over foods produced with genetic engineering technologies that have the potential of offering significant benefits to the agri-food industry.

The Policy and Economic Analysis Branch chaired the ministry's Agri-Food Biotechnology Committee during 2000/01, which was struck to examine the opportunities and issues arising from the new technology. Benefits and potential benefits were identified as: better control of diseases, weeds and pests; improved agronomic properties; potential for new markets; and enhanced taste and shelf life. The committee also examined concerns about:

- the effects of genetically engineered foods on human health and the environment,
- the efficacy of the federal regulatory system, and
- the limited provincial/public input into the federal regulatory system, including genetic engineering field trials.

The branch also represents B.C. on the Federal/Provincial Working Group on Agri-Food Biotechnology, which reports to the federal, provincial and territorial ministers of agriculture.

During this year, the Legislation Branch participated on the federal/provincial working group considering the "Life Sciences Economy," which is expected to be the new stage of economic development that will result from the convergence of various industries (ranging from agriculture to health to information technology). Policy and Legislation worked with the Ministry of Attorney General to draft "exposure legislation" concerning mandatory labelling of genetically engineered food products sold in B.C. The Legislation Branch also represented the ministry as a voting member on the Canadian General Standards Board Committee on Voluntary Labelling of Foods Obtained or Not Obtained Through Genetic Modification.

Other Policy Initiatives

During 2000/01, the ministry:

- spent a considerable amount of time with the B.C. Assessment Authority, industry, and other government agencies analyzing the feasibility of including all woody species as farm crops for the purposes of farm classification,
- worked with the Insurance Corporation of British Columbia (ICBC) on several issues relating to the movement of farm machinery on public highways, exemptions for potato trucks moving across the border from the U.S., and the publication of more user-friendly documents explaining the rules to the rural community,
- continued to work with the Ministry of Finance and Corporate Relations in fine-tuning the list of tax-exempt products that farmers may purchase for use on their farms,
- provided ongoing support for the evaluation of tax policy implications on the agri-food sector,
- continued to provide support for the evaluation of agricultural safety net issues, and
- worked on an ongoing basis to address policy issues concerning grain transportation in the post-*Western Grain Transportation Act/Feed Freight Assistance* era. In 2000/01, the ministry worked with the Ministry of Transportation and Highways to develop the B.C. submission to the *Canada Transportation*



Act. B.C. has recommended that the Act apply a revenue cap that treats all Canadian grain users equally. In addition, the ministry worked with B.C. Rail to address policy issues concerning the grain transportation infrastructure in the Peace River region.

Maintaining and Disseminating Statistical Information

The Statistics Unit of the Policy and Economic Analysis Branch continued to serve its objectives of data development, analysis and dissemination by providing updated information on export/import trade, year end farm income estimates, outlooks, and horticultural statistics.

Legislation

Food Quality Legislation

The *Agri-Food Choice and Quality Act* was passed in the B.C. Legislature during 2000. The *Act* establishes a streamlined framework for industry initiatives to certify the high quality and reliability of B.C. agri-food products. Passage of this *Act* reflects the ongoing work of the ministry and industry to give industry the tools it needs to respond to changing consumer preferences and marketing opportunities.

Regulations and Orders

Sixty-six orders-in-council were processed by Policy and Legislation Services during 2000/01. These instruments provided essential legal support for ministry and government programs, policies and initiatives.

Orders were enacted to appoint persons to agencies, boards and commissions established under

ministry legislation, to help promote industry development (e.g., Buy B.C.), and to enable B.C. to participate in federal/provincial programs that benefit B.C. agriculture.

Regulations were enacted to:

- support efforts to control the spread of gypsy moth,
- bring into force a new process for electing directors to the British Columbia Wine Institute,
- retain chicken production on Vancouver Island,
- streamline permit requirements for soil removal or fill placement done in association with the construction of farm buildings,
- remove limits on consecutive terms for members of the British Columbia Milk Marketing Board, and modify the board's authority to regulate dairy products in export trade, and
- help the British Columbia Mushroom Marketing Board focus its operations on industry development.

Trade and Investment

A new round of World Trade Organization meetings began in Geneva in March 2000. Six negotiating sessions involving the 140 member governments were held in 2000/01, during which 44 negotiating proposals were submitted. Policy and Legislation Services reviewed and monitored Canadian interventions from a B.C. perspective. It also ensured that provincial trade policy positions reflected the needs of the B.C. agri-food sector, and provided technical information to stakeholders in the B.C. agri-food industry.

Policy and Legislation Services also monitored Canada/U.S. agri-food trade relations and supported the participation of the minister and staff in the Canada/U.S./Mexico Agricultural Accord and the Canada/U.S. Provinces/States Advisory Group. That work included implementation of the 13-point accord workplan for

2000/01, to address irritants and facilitate trade at the province/state level.

As part of the Canadian delegation, Policy and Legislation Services participated in five rounds of consultations with New Zealand and the U.S. about implementation of the World Trade Organization ruling against Canada's dairy export program. It also provided technical information and trade advice to B.C. government agencies and industry, and participated on the Federal/Provincial Agriculture Trade Policy Committee to ensure that federal trade policies and priorities reflect the needs of the B.C. agri-food industry.

Policy and Legislation Services also participated on the agri-food Federal/Provincial Investment Steering Committee to

ensure that B.C. agri-food interests are reflected in the implementation of federal/provincial activities. Initiatives to promote investment in B.C. agri-food in 2000/01 included identifying agri-food investment programs, opportunities and services available in B.C., preparing information packages and presentations for local and foreign agri-food businesses, and helping B.C. food and agriculture technology companies connect with potential international investors.

During 2000/01, the ministry contributed to government and industry efforts to obtain rights under international and internal trade agreements and trade remedies, and to eliminate unfair barriers to B.C. agriculture and food exports. Specifically, the division addressed European Union barriers to high-quality B.C. wines and icewines, and interprovincial barriers to B.C. dairy analogue exports.

Rural Development

The Rural Development Office was formed in April 2000 to support the Minister of Agriculture, Food and Fisheries' new responsibility as an advocate for the long-term prosperity and liveability for people living in rural areas of B.C.. The office supports this mandate by identifying opportunities for social and economic development, and by recommending actions and helping bring about solutions.

The office works with other ministries to ensure that the recommendations from the Premier's Summits on Economic Opportunity are implemented, and that government efforts in rural communities are not duplicated. It also maintains a close working relationship with rural Members of the Legislative

Assembly (MLAs), First Nations, rural stakeholders and community groups, all provincial ministries and agencies, and municipal, regional and federal governments. The office works with existing rural-based non-government organizations, as well, to support projects that can contribute to diversification and development.

The office manages or supports initiatives with a broad social and economic perspective within communities. Some of the key initiatives in 2000/01 included:

Ucluelet and Greenwood Economic Roundtables

These communities are under economic and social pressure created by changes in the traditional resource-based economy. Ucluelet and Greenwood asked the office to help them develop a strategy to identify local projects that could have future economic and social benefits. With support from the

office, both communities identified priority projects and hired economic development coordinators to prepare business plans and funding applications. The office continues to work closely with key members of the community, and with federal and provincial agencies.

Greening Communities Fund

As part of the interministry steering committee for this \$450,000 fund, the office ensured that the program criteria stipulated that at least 50 per cent of the funding would support projects in rural communities. The office also ensured that individuals, organizations and local governments in rural communities were made aware of this new program, and it encouraged rural applications.

Arrow Lakes Air Conditioning

When the Job Protection Commission turned down a request for assistance from this air conditioning and plumbing business, the office reviewed

operations and finances with the owner and recommended cost-cutting strategies. The owner took the corrective measures that were recommended. As a result, the business is still viable and continues to employ between 10 and 15 people.

Rural Conferences

During 2000/01, the office supported rural participation at a number of conferences with rural themes. Rural participants received support to attend the Coastal Community Annual Conference, the Northern Agricultural Development Conference, the National Rural Health Conference, the Expanding Access/Shrinking Distances (telehealth) Conference, the Columbia Basin Angling Symposium, the North Island Tourism 2000 Development Symposium, and the (federal) Rural Communities, Rural Visions conference.

Punky Lake

Punky Lake wilderness camp, in the Cariboo-Chilcotin area, is a community-based society for fetal alcohol syndrome and First Nations young offenders and high-risk youth. During 2000/01, the camp faced closure for lack of funds. The office helped by identifying \$50,000 to keep the program operating. It also helped the society identify future government funding sources and set up meetings with relevant provincial and federal ministries. Finally, the office arranged for B.C. Assets and Lands Corporation to transfer a 60-year lease to the program board for \$1. That lease will allow the society to borrow money for capital improvements to the camp.

Women's Roundtables on Rural Development

During the summer of 2000, women in Williams Lake, Nanaimo, Penticton, Port Alberni, and the Cowichan Valley asked for the opportunity to bring to the government their concerns about rural sustainability and their recommendations for encouraging rural/urban connections. In response, the Rural Development Office held four pilot roundtables in Cumberland, Lake Cowichan, Williams Lake and Penticton.

Some of the issues and recommendations raised by the 175 women who participated in the Women's Roundtables on Rural Development in January and February 2001 included:

- giving communities more control over their share of the provincial allocation of funding for social services and economic development,
- creating more opportunities for communication between communities and government,



- supporting agriculture as a growing economic sector in rural B.C.,
- encouraging small business and entrepreneurship in rural communities,
- acknowledging the importance of rural transportation in accessing social services, health care, economic opportunities, education and training, and
- ensuring rural access to government programs.

The report and recommendations from the four pilot roundtables were distributed to all MLAs and participants at the end of March 2001. A fifth roundtable was subsequently held in Port Alberni in March 2001, and three other communities have requested roundtables.

Snowmobile Trail Pilot Project

One of the recommendations from the 1999 Cariboo-Chilcotin Premier's Summit on Economic Opportunity was to assess the potential rural winter tourism benefits of a provincial snowmobile trail system. Working with other government agencies and the B.C. Snowmobile Federation, the office helped identify optimal routing for a pilot trail from Clinton to Wells (the "Gold Rush Snowmobile Trail"). The office also worked with ministries and agencies on potential legal and policy issues. In particular, it supported the Land Use Coordination Office's work on the longer-term regulatory and legislative changes to improve snowmobile safety in B.C. and open the way for the establishment of a province-wide trail network.

Resource Management

Resource management strategies are in place to ensure that B.C.'s agriculture and water resources are used in the most effective manner possible, while maintaining environmental values and quality standards.

Agriculture and Food Industry

The objective of the division under this ministry strategic goal is to maintain access to land and water in the Agricultural Land Reserve for agricultural purposes. In 2000/01, this division work focused on access to land and water, and resource protection. Highlights included the following:

The agriculture industry is under the purview of multiple environmental regulatory agencies at all three levels of government. The Partnership Committee on Agriculture and the Environment provides a forum for industry and environmental agencies to work together and commit to finding mutually beneficial and workable solutions to agriculture/environment issues. During 2000/01, the committee worked on riparian and nutrient management, ditch and watercourse maintenance, wildlife, and peer advisory services.

The committee also established the provincial Agriculture-Wildlife Advisory Committee, which will identify broad wildlife and bird issues for farming and develop programs and projects to help farmers mitigate damage. The first assessments will be done in the Peace River, Delta and southern B.C. areas.

Wolf predation is a serious problem for livestock producers, and the most effective control agent, Compound 1080, is currently banned by a provincial moratorium. The ministry and the industry have worked with the Ministry of Environment, Lands and Parks to find solutions to wolf predation on livestock.

Intensive poultry operations generate large volumes of manure, which exceed the capacity of available farm land in some areas of the Fraser Valley. Under the well-regarded Groundwater Protection Program, a record 50,000 cubic yards of poultry manure was moved from the environmentally sensitive areas of the Fraser Valley to areas around Delta and Merritt, where it will be used for crop/forage production. More and more poultry producers are participating in this program, which is becoming increasingly self-sufficient financially.

To meet the province's environmental goals, it is important for the agriculture industry to not only be in compliance with existing rules and regulations, but to voluntarily contribute to conservation and enhancement initiatives. Funding programs encourage both, which is why the ministry launched its Agriculture Environment Green Fund in 2000/01, to help B.C. farmers and ranchers partially offset the costs associated with voluntary environmental stewardship. The compensation fund will draw \$5 million a year for three years from the Canada-British Columbia Framework Agreement on Agricultural Risk Management.

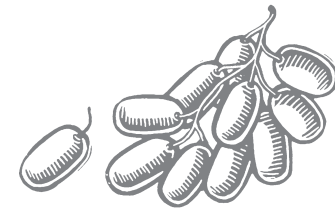
During 2000/01, there was concern in the agriculture industry that a development cost charges (DCCs) bylaw proposed by the Municipality of Delta would over-charge the greenhouse sector for farm development in the Agricultural Land Reserve. The DCC rate for intensive agriculture, which was proposed as \$23,103 per hectare, would apply to many farm enterprises. The industry was also concerned about Delta setting a precedent in the province, and that these charges would have a negative effect on the economic viability of agriculture. The ministry responded by preparing an assessment of the proposed DCC bylaw. Its report indicated that the scale of the impact would vary according to agricultural enterprise. The DCC bylaw did proceed. As a result, the ministry is working with the Ministry of Municipal Affairs and a committee comprised of representatives of provincial and

local government and the development industry in updating *Municipal Affairs' Development Cost Charge Best Practices Guide*, to include guidelines on the development of future DCCs that concern agriculture.

Conflict between farmers and their urban neighbours continued during 2000/01, particularly along the edge of the Agricultural Land Reserve in the Lower Mainland. In addition to enforcing the *Farm Practices Protection (Right to Farm) Act* and implementing the Strengthening Farming Program initiative (i.e., reviewing local government bylaws that affect agriculture and resolving concerns at the rural/urban interface), the ministry also developed agricultural statistical overviews for local governments dealing with agriculturally sensitive plans and bylaws.

The ministry awarded planning grants to help local governments and their agricultural communities plan for the sustainable growth and development of agriculture at the local level. In 2000/01, grants went to the City of Abbotsford, and the Peace River, Comox-Strathcona, and Central Kootenay regional districts. Past grants went to the City of Richmond, the Greater Vancouver Regional District, and the District of North Cowichan.

Public demands for riparian zone management and the goals of the *Fish Protection Act* are a significant source of concern to the agriculture industry. It needs to find a balanced approach that meets the objectives of the Act without compromising the viability of farms. During 2000/01, the ministry completed riparian self-audit documents for the beef, dairy and horticultural sectors and piloted the audit on a number of farms. Plans for rolling-out the project are underway.



As B.C.'s population becomes more urbanized, its connection with agriculture diminishes, and opportunities for rural/urban conflicts increase. One of the ways in which the ministry helps promote agricultural awareness – and better understanding about current agricultural practices – is through the Union of B.C. Municipalities (UBCM). As it has in past years, the ministry attended the UBCM annual convention in the fall, in Victoria, and conducted a one-day agriculture tour of the Saanich Peninsula for delegates. The agriculture tour continues to be one of the top-rated events at the UBCM convention, opening doors between the agriculture sector and local governments.

Forest encroachment and in-growth in many livestock-producing regions has reduced the area of grasslands and open range. This has, in turn, reduced capacity for both livestock grazing and biodiversity. Access to both Crown range and provincial water resources, on a sustainable basis, is critical for the survival of the B.C. beef industry.

In 2000/01, the ministry helped producers address conflicts over resource use and allocation. The ministry also reviewed and evaluated resource legislation and policy (e.g., the Forest Practices Code, the Protected Areas Strategy, and proposed endangered species legislation) and worked with other government ministries, Ducks Unlimited (Canada), the Department of Fisheries and Oceans, and industry on watershed management initiatives.

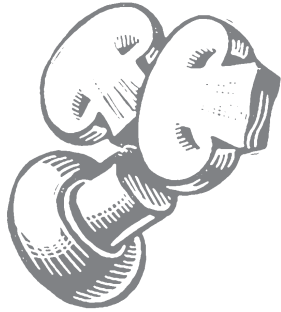
The province has completed a number of land-use plans that do or will have a significant impact on agriculture. To help the ranching sector maintain and enhance the grazing resource and meet emerging or recent conservation and environmental objectives on Crown range tenures, the ministry introduced the Grazing Enhancement Fund Program.

As areas of the province complete the Land and Resource Management Planning process, those areas become eligible to access the Grazing Enhancement Fund Program. To ensure equity in the funding of priorities across the province, the ministry put in place a funding allocation process based on new fund areas, grazing enhancement priorities, and environmental needs across all areas. Under the Kootenay-Boundary and Kamloops Grazing Enhancement Fund Program, some 80 projects

worth more than \$1 million are underway on ecosystem restoration, habitat, riparian improvements, and livestock distribution. In the northern B.C. program, more than \$1 million was used to complete more than 100 projects on water development, fencing, cattle trails, land improvement, and forest encroachment. A mid-term evaluation of the program, completed during 2000/01, summarizes how project activity to date reflects the objectives of the Grazing Enhancement Fund Program. It also provides guidance for preparing the final program evaluation.

Agricultural objectives in strategic land-use plans provide an opportunity to identify and designate Crown land for future agricultural development and use. During 2000/01, 10,000 hectares of arable Crown land were designated as having agricultural priority and added to the Agriculture Development Area in the Vanderhoof area. In the Fort St. James Land and Resource Management Plan

area, 5,000 hectares were identified for designation as an Agriculture Development Area. Numerous applications for Crown land agricultural leases for these areas have been filed by individuals in the private sector, including farmers, and are being processed by BC Assets and Lands Corporation. As a result of the ministry's input, the Okanagan-Shuswap Land and Resource Management Plan includes grazing within the rare grassland ecosystems and community watersheds definitions. The ministry was an integral part of the planning tables, and it provided options, interpretations, technical insight and information to ensure that the interests of the agriculture sector were considered.



The Trans Canada Trail will pass through many agricultural areas, and is expected to increase the level of conflict between farmers and the public. Farmers are concerned about trespass, legal liability, dogs chasing livestock, parking, and other issues. During 2000/01, the ministry continued its involvement in a Trans Canada Trail agriculture mitigation initiative to reduce any negative effects on producers' land adjacent to the trail. As a result, a series of recommendations is being acted on during construction of the trail.

Weeds compete with cultivated crops for light, moisture and space, and they can contaminate crops that are grown for seed. The ministry provides financial assistance for control programs to protect agricultural resources from invasive foreign weeds. In 2000, under the authority of the *Weed Control Act*, grants totalling \$225,500 were issued to 10 regional districts, three coastal municipalities and two livestock organizations. These funds supported the direct enforcement of the *Act*, indirect enforcement through response to weed complaints, and awareness and control activities, such as the production of a weed identification guide.

Policy and Legislation

Resource Planning Initiatives

The ministry participated in a number of key environmental and interagency resource management initiatives during 2000/01. Work included:

- assessing, reviewing and amending environmental legislation (i.e., the *Fish Protection Act*, and the *Species at Risk Act*),
- developing strategies for agriculture to address environmental initiatives such as safe drinking water, climate change, and the Trans Canada Trail,
- identifying legislative and policy options, including long-term tenure, for ensuring access to resources for domestic livestock grazing,
- developing ministry policy and participating in First Nations treaty negotiations, notably in government proposals to the Tsawwassen, Sliammon, Lheidli T'enneh, Nuu-chah-nulth and Tsay Keh Dene First Nations,
- developing the Aboriginal Agriculture Enhancement Fund, which was the basis for a new initiative for First Nations agricultural land use,
- supporting and participating in Land and Resource Management Plans and implementation plans in the Okanagan-Shuswap, Cassiar-Stikine, Lillooet, and Prince George areas and the Kootenays, and
- managing the soils and agricultural map distribution system for the province, and providing both digital and paper soils maps for ministry and public use.

Agriculture

STRATEGIC PRIORITY #1: INDUSTRY DEVELOPMENT

Goal 1: Market and product development: Capture growth, maintenance, stabilization, diversification, expansion, and agricultural awareness opportunities in the B.C. agriculture sector to maintain or increase farm cash receipts over the long term.

Objective 1: Capture growth opportunities in certain sectors identified as having significant potential for growth, measured by numbers of farms and farm cash receipts.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Provide market information, advice on farm management, production, direct farm marketing, pest management, small/lot agriculture, and herd health to producers, including First Nations with agricultural lands. - Target sectors include: dairy genetics, beef in northern B.C., poultry products, canola and fine seed, nursery, agroforestry, horse breeding, bison/game, greenhouse vegetables, floriculture, blueberries, mushrooms, grape/wine, cherry, and organic products. - Facilitate strategic planning, industry organization development, and access to federal research funding. - Encourage Buy BC program participation. - Minimize regulation and promote investment in B.C. agriculture. 	<p>Output measures</p> <ul style="list-style-type: none"> • Production, marketing, investment and business management information is provided to producers of targeted sectors. • On-farm herd health and quality assurance programs are being implemented. • More local agriculture awareness initiatives are undertaken. • Increased federal funding is secured, through liaison with appropriate federal agencies. • Local Buy BC programs and projects are carried out. 	<ul style="list-style-type: none"> • Created/updated and distributed a wide variety of production information in print and electronically (e.g., business and financial planning guides, and management handbooks for farmers). Conducted numerous workshops, seminars, courses and special events. • On-farm herd health pilot program introduced in the dairy sector. • Increased federal funding secured. • Supported regional Buy BC displays in areas such as Keremeos and Grand Forks, and developed agri-tourism plan with the Kelowna Chamber of Commerce. • Supported community-based economic and investment conferences. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> • Statistics Canada data on farm cash receipts in each sector demonstrate increased growth. 	<ul style="list-style-type: none"> • Receipts rose by 7 per cent to an estimated \$2.1 billion – 17 per cent higher than the previous five-year average. Crop receipts rose by 9 per cent, and livestock receipts by 5 per cent from the previous year. 	

Objective 2: Maintain the current size of certain mature sectors that face challenges but are important contributors in terms of employment and farm cash sales.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Provide market information and advice to producers on farm management, production, pest management and herd health. 	<p>Output measures</p> <ul style="list-style-type: none"> • Production, marketing, investment and business management information is provided to producers of targeted sectors. • Waste management programs are implemented. 	<ul style="list-style-type: none"> • Created/updated enterprise budgets for commercial farms. • Prepared and distributed financial analysis and planning templates for farmers. • Held farm business management workshops for existing mature industries. 	
<ul style="list-style-type: none"> • Facilitate strategic planning, industry organization development, and access to federal research funding. Target sectors include domestic milk, ginseng, grain, apiculture, raspberry, strawberry, cranberry, and Vancouver Island chicken and Lower Mainland hog. 	<ul style="list-style-type: none"> • Increased federal funding is secured, through liaison with appropriate federal agencies. • On-farm pest management programs are being implemented (e.g., for the apiculture sector and others). 	<ul style="list-style-type: none"> • With increased federal funding, identified allocations for Agri-Food Futures Fund for 16 sectors, and started preliminary strategic planning. • Pest management information provided to target sectors via workshops, as well as in print and electronic form. 	
<ul style="list-style-type: none"> • Encourage Buy BC program participation. 	<ul style="list-style-type: none"> • Local Buy BC programs and projects are carried out. 	<ul style="list-style-type: none"> • Refer to Food Industry section, following. 	
<ul style="list-style-type: none"> • Minimize regulation and promote investment in B.C. agriculture. 		<ul style="list-style-type: none"> • Established investment relationships with key public and private agencies (e.g., financial institutions, provincial and federal trade and investment agencies, immigration consultants, trade professionals, and many more). 	
<ul style="list-style-type: none"> • Support British Columbia Chicken Marketing Board efforts to resolve chicken marketing issues on Vancouver Island. 	<ul style="list-style-type: none"> • A Vancouver Island chicken production strategy is in development. 	<ul style="list-style-type: none"> • Worked with Island chicken producers to develop options, including building a new processing plant. 	<ul style="list-style-type: none"> • Plans are on hold because of producer concerns about investing in a new Island processing plant.
	<p>Outcome measure</p> <ul style="list-style-type: none"> • Statistics Canada data on-farm cash receipts in each sector demonstrate sector maintenance. 	<ul style="list-style-type: none"> • Crop receipts rose by 9 per cent, and livestock receipts by 5 per cent over the previous year. 	

Objective 3: Stabilize, diversify or expand important agricultural sectors that are dealing with significant challenges due to ongoing constraining markets or recurring weather patterns.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Support British Columbia Chicken Marketing Board efforts to resolve issues regarding the chicken marketing system in B.C. 	<p>Output measures</p> <ul style="list-style-type: none"> B.C. chicken marketing issues are being resolved. 	<ul style="list-style-type: none"> The board has adopted a set of regulations that alter the manner in which the chicken industry will be regulated. 	
<ul style="list-style-type: none"> Implement the Tree Fruit Replant and revitalization plan. 	<ul style="list-style-type: none"> A renewed Tree Fruit Replant Program is delivered. 	<ul style="list-style-type: none"> Tree fruit industry trust and committee established. Details: <i>Okanagan Valley Tree Fruit Authority Annual Performance Plan 2000/01.</i> 	
<ul style="list-style-type: none"> Implement a change management plan for the vegetable industry. 	<ul style="list-style-type: none"> A change management strategy for the vegetable sector is in place. 	<ul style="list-style-type: none"> Customized change management training provided to key growers. 	
<ul style="list-style-type: none"> Encourage growers of low-value crops and livestock to diversify into other, higher-value crops and livestock. 	<ul style="list-style-type: none"> Diversification strategies are developed, in conjunction with producer organizations, for targeted sectors. 	<ul style="list-style-type: none"> Conducted field trials and demonstrations of new crops in northern and central B.C. 	<ul style="list-style-type: none"> A riparian agroforestry demonstration project was not initiated because funding support from the Small Woodlands Program was not available due to a change in the program.
<ul style="list-style-type: none"> Pursue increased livestock (e.g., beef and hog) production in the Northern and Central regions, while lowering feed costs and environmental constraints. 		<ul style="list-style-type: none"> Provided beef industry workshops for northern B.C. producers. Investor packages developed in response to inquiries. 	
<ul style="list-style-type: none"> Encourage winter greenhouse production and alternate crops such as herbs. 		<ul style="list-style-type: none"> Provided staff expertise to industry in its ongoing investigations of winter greenhouse production and alternate crops, through a winter lighting study and specific investigations of alternate crops. 	
<ul style="list-style-type: none"> Encourage development of new specialty crops (e.g., echinacea, seabuckthorn, agroforestry, currants and gooseberries). 		<ul style="list-style-type: none"> Provided development information and technical advice to the specialty crops and agroforestry industries. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Facilitate agri-food development in northern B.C. 	<ul style="list-style-type: none"> The Northern Agriculture Conference is conducted in midsummer in Prince George; strategies are developed to identify production, processing and marketing opportunities in northern B.C. 	<ul style="list-style-type: none"> Growing Beyond 2000 – A Northern Agriculture Symposium held in Prince George, October 2000: 175 participants. New opportunities identified and summarized. Symposium information made available on a Northern Agriculture Symposium Web site accessible via the ministry’s home page. 	
<ul style="list-style-type: none"> Resolve bylaw constraints to new greenhouse construction in the Lower Mainland. 	<ul style="list-style-type: none"> Delivery of the Strengthening Farming Program – specifically, the bylaw review component – is ongoing. 	<ul style="list-style-type: none"> Developing development cost charges standards for agricultural developments. 	
<ul style="list-style-type: none"> Expand greenhouse vegetable and floriculture production capacity. 		<ul style="list-style-type: none"> Provided expertise, information and advice to growers. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> Statistics Canada data on-farm cash receipts in each sector demonstrate increased crop diversification, expansion and stability. 	<ul style="list-style-type: none"> Crop receipts rose by 9 per cent, and livestock receipts by 5 per cent over the previous year. 	<ul style="list-style-type: none"> The statistics indicate expansion and stability; criteria such as price trends and others will be examined over the long term to help indicate diversification.
	<ul style="list-style-type: none"> There are increased livestock numbers in the Peace River and Central regions. 		<ul style="list-style-type: none"> Statistics are being assembled to more effectively measure trends over a long period.
	<ul style="list-style-type: none"> There is an increase in the number of hectares under greenhouse production. 	<ul style="list-style-type: none"> Greenhouse vegetable area increased to 211 hectares in 2001. Greenhouse floriculture area increased by about 30 hectares in 2001. 	

Objective 4: Agriculture industry awareness: Increase public understanding of B.C. agriculture, thereby fostering greater public support of B.C. agri-food products, as measured by increased sales.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Encourage Buy BC program participation. 	<p>Output measures</p> <ul style="list-style-type: none"> Local Buy BC programs and projects are carried out. 	<ul style="list-style-type: none"> Participated in regional Buy BC displays in various areas. 	
<ul style="list-style-type: none"> Support Youth Development Program (4-H), the Agriculture in the Classroom Foundation, the B.C. Agriculture Council's agriculture awareness initiatives, and the B.C. Association of Agricultural Fairs and Exhibitions. 	<ul style="list-style-type: none"> Funding and staff are provided to 4-H, and facilities in ministry offices are made available for the Agriculture in the Classroom Foundation. A grant is provided to the B.C. Association of Agricultural Fairs and Exhibitions (BCAAFE). More local agriculture awareness initiatives are undertaken. 	<ul style="list-style-type: none"> Provided \$95,000 and committed ministry staff resources to support five-year partnership with 4-H Provincial Council. Provided office facilities in the ministry's Abbotsford office for Agriculture in the Classroom Foundation. Provided \$375,000 to BCAAFFE in May 2000 for 53 fairs and exhibitions. Supported B.C. Agriculture Council initiatives to increase overall public awareness of agriculture in local communities (refer to Food Industry section, following). 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> Statistics Canada data demonstrate increased purchases of B.C. agri-food products. 		<ul style="list-style-type: none"> Statistics are being assembled to effectively measure trends over a long period.
	<ul style="list-style-type: none"> There is greater participation in 4-H and greater teacher use of Agriculture in the Classroom materials in B.C. schools. 	<ul style="list-style-type: none"> 4-H membership decreased slightly in the B.C. and Yukon area in 2000/01. More than 175 school students received 4-H Grade 11 and 12 external course credits, for 4-H project work, toward their high school diploma. Teacher-prepared lesson plans and units in use throughout B.C., prepared by teachers who attended the 1999 teachers' summer institute on Vancouver Island. 	<ul style="list-style-type: none"> Changing demographics and increased fees are factors in the decrease in 4-H membership enrolment.

Goal 2: Research and technology transfer: Maintain British Columbia farmers' ability to stay up to date with the latest developments in research and technology, to remain competitive.

Objective 1: Support the use of electronic technology and the Internet as an efficient and effective means of disseminating research and technology information to clients.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Develop Internet-based electronic information for the main agricultural sectors specifically for farmers. 	<p>Output measure</p> <ul style="list-style-type: none"> A pilot electronic "information access" project is delivered on the ministry's Web site, resulting in more information being accessed online. 	<ul style="list-style-type: none"> Developed agroforestry and specialty crops components, fine-tuned ornamentals component, and identified new components development in 2001/02. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> There is an increase in farmer self-reliance and on-farm adoption of technology, leading to increased farm cash receipts. 		<ul style="list-style-type: none"> More definitive trends will be evident over a longer time period.

Objective 2: Support research and development of new enterprises.

<ul style="list-style-type: none"> Facilitate research and demonstration projects in targeted sectors, including echinacea, hemp, fine seed, seabuckthorn, game birds, mechanical berry harvesting, agroforestry, and elk, ostrich and emu farming. Facilitate leverage of private-sector funding for research and technology transfer. 	<p>Output measure</p> <ul style="list-style-type: none"> There is a greater number of research projects in the targeted sectors, and higher total research expenditures. 	<ul style="list-style-type: none"> Implemented Agri-Food Futures funding for specialty crops and agroforestry, which will facilitate future research, according to strategic plans to be developed over the next year. 	<ul style="list-style-type: none"> Reduced participation in research because industries are in early stages of development, product prices are weak, and industry faces funding challenges.
	<p>Outcome measure</p> <ul style="list-style-type: none"> There is an upward trend in the number of new enterprises established. 		<ul style="list-style-type: none"> A longer time period is needed to measure and assess the effects of the Agri-Food Futures Fund.

Objective 3: Support more research in pest management to optimize the use of pesticides and herbicides in ways that are economically and environmentally sound.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Deliver training and expertise on Integrated Pest Management (IPM) methods. 	<p>Output measures</p> <ul style="list-style-type: none"> Production and technology advice on IPM is provided to producers. 	<ul style="list-style-type: none"> IPM strategies provided to producers through workshops, and with information in print and electronic forms. 	
<ul style="list-style-type: none"> Provide advisory support to the Sterile Insect Release (SIR) Program board of directors, for control of codling moth in tree fruits. 	<ul style="list-style-type: none"> Advisory support is provided to the SIR Program; there is continued support for and participation in the SIR Program by the tree fruit industry and local governments. 	<ul style="list-style-type: none"> Technical/advisory support provided to the board of directors and industry. Addressed program cost issues raised by growers (i.e., \$750,000 placed in trust with the Okanagan Valley Tree Fruit Authority in March 2001 to fund work with the various stakeholders on options for a new rearing plant). In the South Okanagan and Similkameen valleys of Zone 1 of the SIR Program, more than 96 per cent of the harvest sampled in commercial orchards had no damage caused by codling moth. 	
<ul style="list-style-type: none"> Facilitate leverage of private-sector funding for research and technology transfer. 		<ul style="list-style-type: none"> Implemented the Agri-Food Futures Fund through a major increase in federal funding allocation to British Columbia (i.e., increased to 5 per cent from 3 per cent of national agriculture safety net funds). 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> There is an increase in the number of farms employing IPM concepts; more hectares are under IPM use. 	<ul style="list-style-type: none"> In Zone 1, use of organophosphate pesticides has been reduced by 86 per cent since the SIR Program started some eight years ago. 	<ul style="list-style-type: none"> Baseline information and statistics on area (hectares) is being compiled over a longer term to measure trends more effectively.

Objective 4: Participate on several federal/provincial "Canada Committees" to influence federal expenditures on national agricultural research.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Participate on federal/provincial Canada Committees. 	<p>Output measures</p> <ul style="list-style-type: none"> A greater number of research projects are in development or underway in the targeted sectors, and there are higher total research expenditures. 	<ul style="list-style-type: none"> Provided expertise to expert Canadian committee on livestock. 	<ul style="list-style-type: none"> Project underway to evaluate how agricultural research can best be coordinated in B.C.
<ul style="list-style-type: none"> Facilitate leverage of private-sector funding for research and technology transfer. 	<ul style="list-style-type: none"> New technology and information are accessed, through staff participation on federal/provincial Canada Committees. 	<ul style="list-style-type: none"> Implementation of the Agri-Food Futures Fund may lead to potential research projects, as determined by long-term strategic plans now under development. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> There is an increase in research funding within British Columbia, resulting in practical solutions relevant to B.C. issues. 		<ul style="list-style-type: none"> A longer time period is needed to derive definitive results under the Agri-Food Futures Fund.

Goal 3: Investment: Attract new investment and ensure that there is sufficient capital available to take advantage of opportunities for growth and development in the agriculture industry.

Objective 1: Encourage and focus new investment in B.C. agriculture, maximize benefits from investment promotion efforts by the federal government and investment representatives abroad, and develop options to improve access to capital for agriculture and agri-food businesses.

<ul style="list-style-type: none"> Develop promotional and technical materials. 	<p>Output measure</p> <ul style="list-style-type: none"> There is increased investment, measured through funding contributed by the B.C. Investment Agriculture Foundation to results-oriented projects. 	<ul style="list-style-type: none"> The B.C. Investment Agriculture Foundation continued support for numerous projects in 2000/01 (e.g., agricultural awareness program, Agriculture in the Classroom Foundation, and agricultural plans in Richmond, the Greater Vancouver Regional District and Chilaco). 	
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KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NO-COMPLIANCE
<ul style="list-style-type: none"> Support initiatives by the B.C. Investment Agriculture Foundation that provide funding for industry development. 	<ul style="list-style-type: none"> Improved information on B.C.'s agri-food business climate is available for international and domestic investors. 	<ul style="list-style-type: none"> Created a value-added investment service for providers and ministry staff. 	
<ul style="list-style-type: none"> Participate in the national Agri-Food Investment Initiative. 		<ul style="list-style-type: none"> Co-sponsored a national conference in Toronto to help B.C. food and agriculture technology companies connect with potential investors. Participated on the agri-food Federal/Provincial Investment Steering Committee. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> Statistics Canada data show positive investment in B.C. agriculture. 		<ul style="list-style-type: none"> Detailed statistics to be compiled over a longer period of time.

Objective 2: Implement fish health recommendations from the Salmon Aquaculture Review to foster investment in the sector.

<ul style="list-style-type: none"> Implement a fish health program at the Animal Health Centre, according to recommendations from the Salmon Aquaculture Review. 	<p>Output measure</p> <ul style="list-style-type: none"> A fish health program is delivered through the Animal Health Centre. 	<ul style="list-style-type: none"> Developed a code of practice for aquaculture. Established a working committee on fish health, including representation from the Department of Fisheries and Oceans and the aquaculture industry. Launched active surveillance on submissions from salmon farming operations to detect specific disease-causing agents. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> Statistics Canada data show positive investment in the B.C. fish sector. 	<ul style="list-style-type: none"> Implementation of a fish health program in 2000/01 expected to increase confidence in the sector and improve access to additional farm sites in future years. 	<ul style="list-style-type: none"> Total tonnage of farmed salmon declined between 6 per cent and 10 per cent for a variety of reasons, including several tenuous sites being taken out of production and a move from chinook to Atlantic salmon.

Goal 4: Industry self-reliance: Help producers become more self-reliant and less dependent on governments for services and financial assistance.

Objective: Identify funding sources for research, development, and skills training, and to support industry initiatives that will lead to increased viability and self-sufficiency, and provide organizational leadership, technical support and strategic planning advice to new industry associations.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Administer industry development trusts to support increased viability and self-sufficiency. 	<p>Output measures</p> <ul style="list-style-type: none"> Eleven industry development trust fund programs – worth a budgeted \$16 million – are delivered. 	<ul style="list-style-type: none"> More than \$1.2 million drawn in 2000/01 to fund projects, matched by industry. Program evaluation underway. 	
<ul style="list-style-type: none"> Support an industry-initiated “stable funding” process. 	<ul style="list-style-type: none"> Industry dollars are generated for “stable funding” of farm organizations. 	<ul style="list-style-type: none"> \$400,000 provided to B.C. Agriculture Council. Council workplan for strategy being refined, and communications capability among organizations improved. As part of the Stable Funding Project, BC Agriculture Council started the Ag Info Net Project, a Web site of reference information for producers. 	
<ul style="list-style-type: none"> Implement a renewed Tree Fruit Replant Program and establish an industry revitalization fund. 	<ul style="list-style-type: none"> Renewed Tree Fruit Replant and revitalization programs are delivered. 	<ul style="list-style-type: none"> Transitional Production Adjustment Program (TPAP) and Replant Program delivered, tree fruit industry development trust fund established with \$2 million, and seven projects totalling \$100,000 approved and underway. Industry launched the apple variety “Ambrosia.” 	
<ul style="list-style-type: none"> Deliver feeder and bred heifer loan guarantee programs. 	<ul style="list-style-type: none"> Ongoing loan guarantee programs for feeder cattle and bred heifers are delivered, measured by the number of cattle purchased through loan guarantee programs for feeders and bred heifers. 	<ul style="list-style-type: none"> Feeder cattle purchased increased to more than 26,000 head at a value of approximately \$17 million, and purchases of bred heifers were 4,200 head valued at \$5.3 million. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	Outcome measures <ul style="list-style-type: none"> There is increased investment by the industry in development. 	<ul style="list-style-type: none"> Significant increase from the approximately \$900,000 matched in previous year, largely because of Beef Cattle Industry Development Fund decision to match all industry levies. 	
	<ul style="list-style-type: none"> New industry organizations lead the development of emerging crops and commodities. 	<ul style="list-style-type: none"> Communication capability improved – a vital first step in securing industry organization commitment to increased investment in development. 	
	<ul style="list-style-type: none"> There is increased livestock-sector growth. 	<ul style="list-style-type: none"> Ministry believes growth continues, but no reliable statistics exist to assess trends until 2001 census becomes available. 	
	<ul style="list-style-type: none"> More tree fruit hectares are replanted, and there are more orchardists participating. 	<ul style="list-style-type: none"> Despite decrease in market prices, 1999/00 level (approximately 257 hectares) essentially maintained in 2000/01. Numbers of farms/orchards replanting has increased slightly. 	

Goal 5: Skills development and training: Enhance skills development of farmers, farm workers, managers and service providers to the agriculture sector to increase self-reliance, safety and economic viability.

Objective 1: Facilitate and support training programs to help producers become more efficient and competitive.

<ul style="list-style-type: none"> Resolve the future of the University of British Columbia (UBC) Oyster River Research Farm and explore the potential for development of an agriculture training facility on the site. 	Output measures <ul style="list-style-type: none"> A strategy is developed, in conjunction with UBC, for the future of the Oyster River Research Farm as a training facility. 	<ul style="list-style-type: none"> Proposals prepared for government consideration involving local agricultural interests and groups. Business plan process initiated on options proposed. 	<ul style="list-style-type: none"> Further consideration needed in 2001/02.
<ul style="list-style-type: none"> Support the efforts of the Agriculture Workforce Policy Board to develop human resource development initiatives for the industry. 	<ul style="list-style-type: none"> A process is developed with the Agriculture Workforce Policy Board and the Ministry of Labour for farm-worker management. 	<ul style="list-style-type: none"> Province-wide agricultural labour partnership (supported by all agricultural employer and employee groups) developed to provide a forum for discussion and problem-solving. 	<ul style="list-style-type: none"> Funding is being sought.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	Outcome measure <ul style="list-style-type: none"> B.C. has a skilled farm workforce with minimal labour issues. 		<ul style="list-style-type: none"> Resolving ongoing issues will require much more time.

Objective 2: Develop industry leaders for the future and raise awareness of the industry within urban and rural communities.

<ul style="list-style-type: none"> Support 4-H activities and the 4-H Provincial Council. 	Output measures <ul style="list-style-type: none"> The Youth Development Program (4-H) is maintained. 	<ul style="list-style-type: none"> Five-year partnership agreement with the 4-H Provincial Council signed in 2000. 	
<ul style="list-style-type: none"> Support the Agriculture in the Classroom Foundation. 	<ul style="list-style-type: none"> Support and facilities are provided in ministry offices for the Agriculture in the Classroom Foundation. 	<ul style="list-style-type: none"> Facilities provided in the ministry's Abbotsford office for the Agriculture in the Classroom Foundation. 	
	Outcome measures <ul style="list-style-type: none"> The number of participants in 4-H is maintained or increased. 	<ul style="list-style-type: none"> Five-year average number of enrolled members similar, given demographics of age group and consolidation of statistics of members in various programs. Ninety youth from across Canada participated in the Rural Youth Connections Canada 2000 conference in Kelowna. 	<ul style="list-style-type: none"> Various new program opportunities in place and/or unfolding in 2000/01 will take time to evolve.
	<ul style="list-style-type: none"> There is increased use of agricultural educational materials and information in the B.C. school curriculum. 	<ul style="list-style-type: none"> More than 6,000 information packages delivered to teachers on request. Numerous curriculum kits developed (e.g., for Social Studies 11, Career Prep 11 and Geography 12). 	

Objective 3: Introduce initiatives to reduce accidents on farms and ranches, and reduce Workers' Compensation Board rates for agriculture.

<ul style="list-style-type: none"> Support the Farm and Ranch Safety and Health Association (FARSHA) in delivering a farm safety program. 	Outcome measure <ul style="list-style-type: none"> Farm safety training programs are delivered by FARSHA, the 4-H community, and other agencies. 	<ul style="list-style-type: none"> 4-H Farm Safety Program projects included First Aid training, safety camps, food-safe training, and provincial conferences for volunteer coordinators and youth safety officers. 	<ul style="list-style-type: none"> Farm organizations did not respond to initiatives for an "outreach" program.
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KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Support the efforts of the Agriculture Workforce Policy Board and the Ministry of Labour to develop worker safety initiatives. 		<ul style="list-style-type: none"> Completed a range of farm safety projects (e.g., conferences, workshops and information materials). 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> There are fewer accidents on farms. 	<ul style="list-style-type: none"> Farm accident numbers remain similar year to year; available FARSHA statistics indicate slight reduction in farm-related health care claims paid (i.e., 880 in 1999, versus 931 in 1998). 	
	<ul style="list-style-type: none"> Workers' Compensation Board (WCB) rates are reduced for B.C. farmers. 		<ul style="list-style-type: none"> WCB rates for farm operations are not under the ministry's jurisdiction; they remain at levels set by WCB under their revised guidelines.

Objective 4: Resolve issues around access to labour for hand-harvested crops.

<ul style="list-style-type: none"> Support the efforts of the Agriculture Workforce Policy Board to develop human resource development initiatives for the industry. Work with the Ministry of Labour to resolve hand-harvesting issues in the berry sector. 	<p>Output measures</p> <ul style="list-style-type: none"> A process is developed with the Agriculture Workforce Policy Board and the Ministry of Labour for farm-worker management to resolve hand-harvesting issues. 	<ul style="list-style-type: none"> Province-wide agricultural labour partnership of employers and employee groups developed to provide a forum for discussion and problem-solving (e.g., providing information resources and support on berry management practices to Human Resources Development Canada to help it evaluate Employment Insurance claims). 	
<ul style="list-style-type: none"> Operate a pilot project to house seasonal workers in the Okanagan. 	<ul style="list-style-type: none"> An Okanagan transient labour project is funded and implemented. 	<ul style="list-style-type: none"> Project completed in Oliver to match workers to farm employers: the project registered 500 pickers and referred more than 300 for work. Provided grant and assistance to set up housing facilities. Labour-matching project in Abbotsford made more than 4,500 individual referrals to employers looking for seasonal harvest workers. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<p>Outcome measure</p> <ul style="list-style-type: none"> • There is adequate labour for agricultural needs, particularly in the hand-harvesting sectors. 		<ul style="list-style-type: none"> • Resolving ongoing issues will take much more time.
<p>Goal 6: Risk Management: Minimize financial risks to farmers from uncontrollable weather hazards and disasters, encourage industry self-reliance while reducing the demand for ad hoc assistance by the farm sector, prevent disease transmission to humans from animal and plant products, and maximize the quality and safety of B.C.'s animal and crop products.</p> <p>Objective 1: Protect B.C. farmers against weather- and market-related disasters, through the B.C. Crop Insurance, the Whole Farm Insurance, the federal Agriculture Income Disaster Assistance, and the Net Income Stabilization Account programs.</p>			
<ul style="list-style-type: none"> • Deliver the Crop Insurance, Whole Farm Insurance, and Agriculture Income Disaster Assistance, and the Net Income Stabilization Account programs; adapt these programs according to review and industry input. 	<p>Output measures</p> <ul style="list-style-type: none"> • The Crop Insurance, Whole Farm Insurance (WFIP), and Agriculture Income Disaster Assistance (AIDA) programs are delivered. • The Net Income Stabilization Account (NISA) program is delivered. • Targets are met identifying crop insurance program ratios regarding claims, indemnities, premiums and administrative costs. 	<ul style="list-style-type: none"> • Crop Insurance Program targets met: 6,605 contracts. \$251 million in insurance coverage, premium revenues of \$14.7 million. • WFIP/AIDA: \$13,790,882 paid in 395 claims. Effectively responded to market collapse in hogs and cranberries. • NISA: Participated in the on-going review of NISA to improve its effectiveness as an income stabilization tool. 	
<ul style="list-style-type: none"> • Promote increased participation in safety net programs. • Evaluate alternative crop insurance delivery options. 		<ul style="list-style-type: none"> • Vegetable Acreage Loss Pilot Project a success: 40 farmers purchased \$4.9 million in coverage, increasing overall participation in the vegetable sector from 48 per cent to 52 per cent in 2000. • Alternate crop insurance delivery options (i.e., on program efficiencies) prepared by staff for internal consideration. 	
<ul style="list-style-type: none"> • Re-insure crop insurance coverage. 		<ul style="list-style-type: none"> • Crop insurance coverage re-insured as part of annual procedure. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<p>Outcome measure</p> <ul style="list-style-type: none"> • There is greater participation in safety net programs, greater levels of crop insurance coverage, and participation in the NISA program is maintained or increased. 	<ul style="list-style-type: none"> • See information above. 	
Objective 2: Conclude a new national safety net agreement that will increase B.C. funding allocations from the federal government.			
<ul style="list-style-type: none"> • Negotiate a new national safety net agreement with the federal government recognizing British Columbia's proportionate share of national agricultural production. 	<p>Output measure</p> <ul style="list-style-type: none"> • A new federal/provincial safety net agreement is approved and in place. 	<ul style="list-style-type: none"> • New Canada-British Columbia Framework Agreement on Agricultural Risk Management signed in July 2000. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> • Additional funding is allocated to British Columbia. 	<ul style="list-style-type: none"> • New agreement brings increased federal funding of \$13 million to B.C. 	
Objective 3: Introduce an agriculture environment enhancement fund to mitigate losses or compensate farmers and ranchers for costs associated with protecting the environment and supporting wildlife values.			
<ul style="list-style-type: none"> • Work with the Ministry of Environment, Lands and Parks, and stakeholder agencies, to develop an agriculture and the environment pilot project. 	<p>Output measure</p> <ul style="list-style-type: none"> • A pilot project or strategy is in development. 	<ul style="list-style-type: none"> • Developed and launched the Agriculture Environment Green Fund. • In partnership with the Peace River Regional District, developed the Peace River Stackyard Fencing Program. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> • Losses to agriculture as a result of environmental or wildlife impacts are minimized, or mitigation funding is made available for losses faced by agricultural producers. 	<ul style="list-style-type: none"> • For the first time in B.C., farmers and ranchers will have access to a compensation fund to partially offset the costs of wildlife damage. 	<ul style="list-style-type: none"> • It will take time to develop and implement the program.

Objective 4: Protect B.C. plants, animals and fish from disease outbreaks, prevent the transmission of disease between animals and humans, and assist veterinarians and producers with disease diagnosis.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NO-COMPLIANCE
<ul style="list-style-type: none"> Deliver animal, fish and plant health protection and regulatory programs through the Animal Health Centre and the Plant Protection Program; research causes and controls of new animal and plant diseases. 	<p>Output measures</p> <ul style="list-style-type: none"> Animal Health Centre diagnostic services and animal health programs are delivered to producers and veterinarians. Plant diagnostic services and crop management programs are delivered to producers. 	<ul style="list-style-type: none"> The Animal Health Centre evaluated 4,937 submissions and delivered animal management programs. The Plant Diagnostic Laboratory evaluated 684 plant submissions and delivered plant management programs. 	
<ul style="list-style-type: none"> Participate on government/industry committees to maintain a gypsy-moth-free status. 	<ul style="list-style-type: none"> Long-term gypsy moth management strategies are developed and implemented. 	<ul style="list-style-type: none"> Trapping results showed 1999 and 2000 aerial spray programs effective at eradicating gypsy moth populations in the targeted areas. Developed long-term gypsy moth management plan. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> Plant disease outbreaks are prevented. 	<ul style="list-style-type: none"> Plant disease outbreaks mitigated through information and direct work with stakeholders, and controls implemented. 	
	<ul style="list-style-type: none"> Animal disease outbreaks are prevented. 	<ul style="list-style-type: none"> Procedures continued or put in place to control or prevent significant animal diseases, such as infectious laryngotracheitis (a provincially reportable poultry disease), and foot-and-mouth disease. 	
	<ul style="list-style-type: none"> Gypsy moth outbreaks are eradicated. 	<ul style="list-style-type: none"> Eradicated a gypsy moth infestation in Burnaby. 	

Objective 5: Reduce or minimize the effects on the agriculture industry of disasters such as flooding, earthquakes, or other unexpected natural hazards.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Participate in the Provincial Emergency Program. 	<p>Output measure</p> <ul style="list-style-type: none"> Effective emergency plans are approved and filed with the Provincial Emergency Program. 	<ul style="list-style-type: none"> Redrafting emergency plans for the agriculture sector, according to the B.C. Emergency Response Management System format adopted by the Provincial Emergency Program. 	
<ul style="list-style-type: none"> Coordinate the agriculture and food components of the Provincial Emergency Program plans. 		<ul style="list-style-type: none"> Worked with the Provincial Emergency Program and participated on the interagency emergency preparedness committee. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> Financial losses are reduced, and impacts of natural disasters on B.C.'s agriculture sector are minimized. 	<ul style="list-style-type: none"> No losses caused by natural disasters. 	

Goal 7: Regulatory reform: Reduce regulations that inhibit industry growth and the safety of workers

Objective 1: Facilitate new, voluntary food quality initiatives.

<ul style="list-style-type: none"> Conduct a review of food quality and safety responsibilities, to reduce regulation or transfer responsibility to the private sector. 	<p>Output measures</p> <ul style="list-style-type: none"> An ongoing review of regulations is underway. 	<ul style="list-style-type: none"> Working with Federal/Provincial/Territorial Dairy Technical Equivalency Committee to develop national dairy code. Worked with the British Columbia Milk Marketing Board and industry to research alternatives to regulatory enforcement. 	
<ul style="list-style-type: none"> Support new, voluntary food quality initiatives that will support industry development. 	<ul style="list-style-type: none"> New, voluntary food quality standards are implemented. 	<ul style="list-style-type: none"> Worked with federal/provincial counterparts on national on-farm food safety programs to develop national standards. Presentations made to sheep producers about on-farm food safety. Dairy on-farm Hazard Analysis and Critical Control Point (HACCP) System developed and pilot project delivered. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<p>Outcome measures</p> <ul style="list-style-type: none"> • Few or no food quality issues are raised. • There is public satisfaction with the quality of B.C. food products. 	<ul style="list-style-type: none"> • According to research conducted over the past eight years, consumers prefer to buy B.C. products over imports, providing all other factors are equal (i.e., price, quality and availability) and B.C. products are readily identifiable at point of sale. 	<ul style="list-style-type: none"> • Individual concerns still arise over quality of specific products.

Objective 2: Address boiler safety in greenhouse operations.

<ul style="list-style-type: none"> • Work with industry and the Boiler, Gas and Railway Safety Branch of the Ministry of Municipal Affairs to develop standards for greenhouse boilers. 	<p>Output measure</p> <ul style="list-style-type: none"> • New boiler standards – enacted by the Ministry of Municipal Affairs – are in effect; a farmer training program on boiler operation safety is offered through Kwantlen University College. 	<ul style="list-style-type: none"> • Regulations being developed to distinguish greenhouse boilers from those used in other industries; developing a farmer training program. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> • There is minimal risk and there are no accidents related to boiler operation in greenhouses. 	<ul style="list-style-type: none"> • No incidents reported. 	

STRATEGIC PRIORITY 2: RESOURCE MANAGEMENT

Goal 1: Access to land and water: Maintain access to land and water in the Agricultural Land Reserve for agricultural purposes

Objective 1: Implement the *Farm Practices Protection (Right to Farm) Act* to ensure protection for farmers who use normal farm practices in the Agricultural Land Reserve.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Implement a farm practices peer advisors program. 	<p>Output measures</p> <ul style="list-style-type: none"> The Strengthening Farming Program and the <i>Farm Practices Protection (Right to Farm) Act</i> are delivered. 	<ul style="list-style-type: none"> Peer advisory service operated effectively for dealing with concerns about farm practices. 	
<ul style="list-style-type: none"> Support municipal bylaw reviews. 	<ul style="list-style-type: none"> Local government bylaws are reviewed as required. 	<ul style="list-style-type: none"> Bylaws reviewed in the Peace River, southern Interior and Fraser Valley areas. Official Community Plans reviewed in the Southern Interior region, on Vancouver Island, and in the Fraser-Fort George Regional District. Agricultural Plans underway for Comox Valley, North Cowichan, Surrey, Richmond, Langley, Kent and Maple Ridge. 	<ul style="list-style-type: none"> Local governments less active with plans and bylaws than anticipated.
	<ul style="list-style-type: none"> Nuisance complaints are investigated and resolved. 	<ul style="list-style-type: none"> The Farm Practices Board has received 19 complaints since 1996. Only three required hearings. Some 875 concerns have been handled by staff on a routine basis since the <i>Act</i> was established. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> Bylaws enacted which are acceptable and unrestricting to agriculture. 	<ul style="list-style-type: none"> More bylaws will be reviewed, in partnership with local governments, in coming years. 	
	<ul style="list-style-type: none"> Nuisance complaints are resolved. 	<ul style="list-style-type: none"> Complaints generally satisfactorily resolved. 	

Objective 2: Restore grazing lands that have been lost to forest in-growth and encroachment, and mitigate the effects on grazing tenures of strategic land-use plans and increased environmental standards and regulations.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Develop a plan to deal with forest in-growth and encroachment. 	<p>Output measures</p> <ul style="list-style-type: none"> Funding is committed to address forest in-growth and encroachment. 	<ul style="list-style-type: none"> Restoration and forest in-growth activities ongoing in several areas (e.g., east Kootenays and the Boundary Forest District). 	
<ul style="list-style-type: none"> Deliver the Grazing Enhancement Fund Program. 	<ul style="list-style-type: none"> The Grazing Enhancement Fund Program is delivered, measured by the number of completed Grazing Enhancement Fund Program projects. 	<ul style="list-style-type: none"> Program addressed objectives such as ecosystem restoration, habitat, riparian improvements, livestock distribution, and securing animal-unit months of forage for livestock in several areas of the province. Completed a mid-term evaluation of the program in 2001/01 which summarizes how project activities to date reflect the objectives of the Grazing Enhancement Fund Program, and provides guidance for preparing the final program evaluation. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> Grazing capacity is increased on forested range and in the Agricultural Land Reserve. 		<ul style="list-style-type: none"> Detailed statistics being compiled to measure longer-term trends.

Objective 3: Identify and designate Crown land for future agricultural development and use.

<ul style="list-style-type: none"> Support and participate in Crown land-use planning amendments and the inclusion of land into the Agricultural Land Reserve. Assess the arability and suitability of Crown land for agriculture. Review government policies on agricultural and grazing leases, government water resources, and wildlife management. 	<p>Output measure</p> <ul style="list-style-type: none"> The area of land that is added to designations for agricultural development. 	<ul style="list-style-type: none"> Contributed to Land and Resource Management Plans (LRMPs) in many areas. Agriculture Development Areas discussions resulted in designations in northern B.C. Completed arability assessment of 18,000 hectares of land in the Robson Valley. Ratified the Mackenzie and Cassiar-Iskut LRMPs. 	
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KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<p>Outcome measure</p> <ul style="list-style-type: none"> • More land is designated for agricultural purposes. 	<ul style="list-style-type: none"> • 10,000 hectares designated Agriculture Development Area in the Vanderhoof LRMP area, and 11,314 hectares to be added to the Agricultural Land Reserve (ALR). • 5,000 hectares designated as Agriculture Development Area in the Fort St. James LRMP area and 29,570 hectares to be added to the ALR. 	
<p>Objective 4: Facilitate a partnership of senior government officials and industry leaders to address environment issues that affect agriculture, including resolution of conflicts between agriculture and wildlife land use, improved access to water for irrigation, and reduced agricultural impacts on watercourses.</p>			
<ul style="list-style-type: none"> • Support the Partnership Committee on Agriculture and the Environment. 	<p>Output measures</p> <ul style="list-style-type: none"> • The partnership committee is continued. 	<ul style="list-style-type: none"> • The Partnership committee continues to operate effectively as the “one-stop” forum for dealing with agriculture environment issues. 	
<ul style="list-style-type: none"> • Implement an Agriculture Environment Enhancement Fund. 	<ul style="list-style-type: none"> • An Agriculture Environment Enhancement Fund is established. 	<ul style="list-style-type: none"> • Announced the Agriculture Environment Green Fund on March 16, 2000. 	
<ul style="list-style-type: none"> • Implement a Trans Canada Trail agriculture mitigation initiative. 	<ul style="list-style-type: none"> • A Trans Canada Trail agricultural input and mitigation plan is in place. 	<ul style="list-style-type: none"> • Trans Canada Trail agriculture mitigation initiative underway, including recommendations for trail construction to reduce negative effects on producers’ land adjacent to the trail. 	
<ul style="list-style-type: none"> • Develop best practices for minimizing wolf predation on livestock. 	<ul style="list-style-type: none"> • Concerns with wildlife predation in the Peace River area are increasing. Wolf populations appear to be on the increase, resulting in increased livestock mortality. 	<ul style="list-style-type: none"> • Preliminary proposal for predator loss compensation developed in conjunction with the BC Cattlemen’s Association. 	
<ul style="list-style-type: none"> • Investigate the potential for elk farming as a solution to elk damage to crops and stored feed. 		<ul style="list-style-type: none"> • Under the Agriculture Environment Green Fund, program plan approved in principle for compensation for damage by wildlife. Elk farming no longer being proposed as an option. 	<ul style="list-style-type: none"> • Ministry of Environment, Lands and Parks and wildlife advocates strongly opposed to elk farming.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Develop bird control management plans and implement Farm Practices Board recommendations for bird control. 	<ul style="list-style-type: none"> Bird management plans and expertise are provided to producers. 	<ul style="list-style-type: none"> Developed bird control management plan template; Farm Practices Board recommendations yet to be fully implemented. 	<ul style="list-style-type: none"> Segments of horticulture industry remain opposed to some of the Farm Practices Board recommendations.
	<p>Outcome measures</p> <ul style="list-style-type: none"> Agriculture environment issues are resolved, and uses are compatible 		<ul style="list-style-type: none"> Long-term issues require more time for resolution.
	<ul style="list-style-type: none"> More farms have bird management plans in place. 		<ul style="list-style-type: none"> Program promotion underway to encourage adoption.

Objective 5: Sustain agricultural values in First Nations treaty claim areas.

<ul style="list-style-type: none"> Participate in the treaty negotiation process. 	<p>Output measure</p> <ul style="list-style-type: none"> The ministry participates in negotiation sessions. 	<ul style="list-style-type: none"> Participated in several regional treaty caucus meetings to contribute agriculture technical advice to treaty negotiations. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> Agricultural Land Reserve designations are retained within negotiated treaties. 	<ul style="list-style-type: none"> To be determined within negotiation process. 	

Goal 2: Resource protection: Protect land and water quality, and support environmental values in ways that keep agricultural businesses viable and productive.

Objective 1: Protect riparian zones in agricultural areas.

<ul style="list-style-type: none"> Implement a riparian stewardship model. 	<p>Output measure</p> <ul style="list-style-type: none"> Riparian stewardship guidelines are developed. 	<ul style="list-style-type: none"> Drafted guidelines. Projects established to demonstrate best management practices and serve as models for sensitive-stream designation. The B.C. Investment Agriculture Foundation provided funding for on-farm riparian stewardship projects. 	<ul style="list-style-type: none"> One issue, riparian width, remains outstanding. Established a process to deal with this issue.
	<p>Outcome measure</p> <ul style="list-style-type: none"> B.C. has effective riparian zone management that meets the goals of the <i>Fish Protection Act</i> without compromising farm viability. 		<ul style="list-style-type: none"> While there are positive changes occurring, more time is needed before long-term benefits are realized.

Objective 2: Protect agricultural lands from storm water issues, the disposal of industrial and other waste materials, and infestation by noxious weeds, and protect both land and water from the impact of other resource developments.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Develop a storm water management plan for agricultural areas. 	<p>Output measures</p> <ul style="list-style-type: none"> Storm water management guidelines are developed. 	<ul style="list-style-type: none"> Distributed guidelines to the Union of British Columbia Municipalities for review and comment. 	<ul style="list-style-type: none"> Ministry of Environment, Lands and Parks revising the Liquid Waste Management Guidelines; revision will include storm water guidelines.
<ul style="list-style-type: none"> Develop guidelines for waste disposal on agricultural lands. 	<ul style="list-style-type: none"> Guidelines are developed for waste disposal on agricultural lands. 	<ul style="list-style-type: none"> Contributed to the Organic Matter Recycling Regulation being developed by the Ministry of Environment, Lands and Parks. 	<ul style="list-style-type: none"> Guidelines for use on farmland await enactment of the Organic Matter Recycling Regulation.
<ul style="list-style-type: none"> Deliver a farm manure storage expansion program. 	<ul style="list-style-type: none"> A farm manure storage expansion program is implemented. 	<ul style="list-style-type: none"> Processed 32 applications for funding. 	
<p>Provide weed control grants to local governments.</p>	<ul style="list-style-type: none"> Weed control grants are provided to local governments. 	<ul style="list-style-type: none"> Issued grants totalling \$225,500 to 10 regional districts, three coastal communities and two livestock organizations. 	
<ul style="list-style-type: none"> Support a collection program for obsolete pesticides. 	<ul style="list-style-type: none"> Support is provided for a pesticide collection program. 	<ul style="list-style-type: none"> Successfully conducted a five-day Vancouver Island collection program. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> B.C. uses environmentally responsible farm practices, measured by fewer issues over waste and manure disposal, water management, pesticide management, and weed control. 		<ul style="list-style-type: none"> Statistics and trends will be measured over a longer time period.

Objective 3: Enhance or maintain grazing capacity on Crown land in land-use planning areas.

<ul style="list-style-type: none"> Expand the Grazing Enhancement Fund Program to new Land and Resource Management Plan (LRMP) areas. 	<p>Output measure</p> <ul style="list-style-type: none"> The Grazing Enhancement Fund Program is delivered to new LRMP areas. 	<ul style="list-style-type: none"> Extended the Grazing Enhancement Fund Program to the Robson Valley and the Lakes District LRMP areas. 	<ul style="list-style-type: none"> Program not extended to some specific districts because several LRMPs not yet completed, strategic plans not yet completed, or consensus not yet reached.
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KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Review and respond to resource development plans. 		<ul style="list-style-type: none"> Reviewed and responded to applications for forest licences, oil and gas development, and Agricultural Land Reserve non-farm use, as well as subdivision proposals. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> There is increased grazing capacity on new areas of forested range and in the Agricultural Land Reserve. 	<ul style="list-style-type: none"> Available statistics indicate animal-unit months of forage authorized by the Ministry of Forests remain stable. 	

Objective 4: Reduce the risk of waterborne infections in watersheds where livestock is grazed.

<ul style="list-style-type: none"> Work with other agencies to identify and control waterborne infections in watersheds where livestock is grazed. 	<p>Output measure</p> <ul style="list-style-type: none"> An animal health and on-farm quality assurance program is delivered. 	<ul style="list-style-type: none"> Presentations were given to the ministry and other agencies (e.g., the Department of Fisheries and Oceans, the South Thompson Watershed Committee, and the Ministry of Environment, Lands and Parks) on the effects of livestock on water quality. Worked with a private-sector company to monitor and evaluate the presence of Cryptosporidium in Cranbrook watersheds. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> There are no disease outbreaks, and no negative impacts on water quality or use caused by livestock grazing. 	<ul style="list-style-type: none"> Effects minimized as described above. 	

Food Industry

STRATEGIC PRIORITY 1: INDUSTRY DEVELOPMENT

Goal 1: Develop and foster a competitive and market-oriented food processing industry that capitalizes on domestic and international market opportunities.

Objective 1: Promote and increase the sales of B.C. agri-food products to B.C. consumers.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Extend the Buy BC program, through an enhanced communications strategy – including television and print advertising, a public relations campaign, and an annual tracking study – to increase awareness of and to build consumer preference for B.C. food products over those of competitors. 	<p>Output measures</p> <ul style="list-style-type: none"> A greater number of Buy BC logo licences are issued. 	<ul style="list-style-type: none"> There are more than 1,300 registered licensed users of the Buy BC logo, up from 1,182 in 1999/00. New Buy BC vehicle truck logos produced and distributed. 	
	<ul style="list-style-type: none"> More retail grocers participate in the Buy BC program. 	<ul style="list-style-type: none"> Some 250 grocery food retailers and 219 liquor distribution branches now participate in the Buy BC program – unchanged from 1999/00. 	<ul style="list-style-type: none"> The Buy BC merchandising component remained the same during 2000/01.
<ul style="list-style-type: none"> Continue the cost-shared Buy BC Partnership Program with industry. 	<ul style="list-style-type: none"> There is full use of the Buy BC Partnership Program, measured by increased sales, market share, and leverage of government funds. 	<ul style="list-style-type: none"> Approved and funded 15 Buy BC partnership proposals, for an estimated \$275,000, which leveraged more than \$900,000 of industry funding. Projects included directories of retail garden suppliers and the herb industry, which resulted in the publication of <i>GardenWise</i> magazine (circulation +30,000). 	
<ul style="list-style-type: none"> Identify gaps and constraints in food distribution and retail sales which affect local food purchasing. 		<ul style="list-style-type: none"> Held regular meetings with industry leaders to generate support for and promotion of B.C. companies. Helped vegetable industry adapt to changes in local Safeway buying policy; Safeway now considering options. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Generate trade participation in promoting B.C. products, especially among major retail grocery chains. 		<ul style="list-style-type: none"> • September proclaimed as Buy BC month by all major retailers and food service distributors, as well as provincial proclamations for three industry sectors. Instrumental in securing the Canadian Produce Marketing Association trade show for Vancouver in January 2000, which had major retail participation. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> • British Columbians have a greater recognition and awareness of the Buy BC program. 	<ul style="list-style-type: none"> • An independent survey in 1999/00 reported that consumer recognition of the Buy BC logo is 76 per cent. • Greater participation in the BCGrown program among nursery and floriculture retail outlets as reflected in 15 new licences issued. 	<ul style="list-style-type: none"> • Results of the tracking study for 2000/01 will be known by early June 2001.
	<ul style="list-style-type: none"> • Distribution of B.C. products through local food outlets is improved. 	<ul style="list-style-type: none"> • Thirty B.C. farmers' markets now participate in the Buy BC program introduced to that sector in April 2000 	
	<ul style="list-style-type: none"> • Where possible, B.C. products replace imported products in B.C. food outlets. 		<ul style="list-style-type: none"> • Discussions ongoing with major distributors and food companies about the importance and benefits of shopping B.C. first.

Objective 2: Enhance market opportunities for B.C. food companies in markets outside of B.C.

<ul style="list-style-type: none"> • Identify exporting and export-ready firms, and how to access these firms and their markets. 	<p>Output measures</p> <ul style="list-style-type: none"> • An improved and updated database of exporting and export-ready B.C. companies is developed. 	<ul style="list-style-type: none"> • Prepared a fruit and vegetable processor directory. • Worked with Agriculture and Agri-Food Canada (AAFC) and the B.C. Ministry of Employment and Investment on a shared database project to access information on export-ready companies. 	<ul style="list-style-type: none"> • Shared database project incomplete at year end. Software ordered (March 2000) but delayed by AAFC budget cutbacks.
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KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Represent the province through marketing bodies outside of the province. 		<ul style="list-style-type: none"> • Continued to represent B.C. on the Federal/Provincial Market Development Council to prioritize export markets. Japan and U.S. will continue to be the focus for the majority of B.C. exporting companies. 	
<ul style="list-style-type: none"> • Encourage greater B.C. food industry use of federal and provincial export development programs and initiatives. 		<ul style="list-style-type: none"> • Through the BC Food Group and the Federal/Provincial Market Development Council, sent information to clients on a number of federal/provincial programs. 	
<ul style="list-style-type: none"> • Develop B.C. export market priorities, through the BC Food Group. 	<ul style="list-style-type: none"> • Export strategies are developed, through the BC Food Group. 	<ul style="list-style-type: none"> • Subgroup formed with the B.C. Ministry of Employment and Investment and the AAFC to research investment opportunities. 	<ul style="list-style-type: none"> • No export strategies developed by the BC Food Group as a whole; developed on a by-company basis only. Focus shifted to biotechnology, e-commerce and enhancing investment.
<ul style="list-style-type: none"> • Maximize the effectiveness of trade shows. 		<ul style="list-style-type: none"> • Financial assistance provided to qualified trade show participants through federal financing program. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> • More B.C. companies access information on export markets and methods of entering those markets. 	<ul style="list-style-type: none"> • In partnership with AAFC and Industry Canada, presented two seminars on "How to Export to the U.S." • Participated in three trade shows on exports to the U.S. • Worked with industry on trade missions to Taiwan, Japan and Hong Kong. 	
	<ul style="list-style-type: none"> • More B.C. companies are involved in new or existing export markets. 	<ul style="list-style-type: none"> • Major companies (including B.C. Hot House) expanded U.S. sales in 2000 and are actively pursuing Asian markets. 	<ul style="list-style-type: none"> • Activity appears to be increasing, based on level of enquiries, but no baseline data is available to verify. The shared database project will help.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<ul style="list-style-type: none"> • There is greater public and industry attendance at trade shows. 	<ul style="list-style-type: none"> • Participation of B.C. companies at trade shows was generally lower in 2000 than in 1999. 	<ul style="list-style-type: none"> • Industry budget constraints was the overriding cause for non-participation.

Objective 3: Provide industry with timely, accurate and relevant market information and advice that is designed to enhance the competitiveness of B.C.'s agri-food sector.

<ul style="list-style-type: none"> • Identify consumer trends, including those for differentiated food products. 	<p>Output measures</p> <ul style="list-style-type: none"> • A market and product trend analysis is distributed to industry and government clients and partners. 	<ul style="list-style-type: none"> • Electronic market information and statistics identified and made available to the public via InfoBasket. • Presented market situation and outlook reports, with details on specific industry sectors for other ministry requirements (e.g., safety net needs). 	
<ul style="list-style-type: none"> • Develop processes for collecting, interpreting and disseminating market information. 	<ul style="list-style-type: none"> • A market information plan is developed. 	<ul style="list-style-type: none"> • Working with Statistics Canada and BC Stats to provide additional consumer information on a timely basis. This information will be made accessible electronically through both InfoBasket and the Food Industry Branch Web site. 	<ul style="list-style-type: none"> • Staff were reassigned to the InfoBasket project, so a market information plan was not developed in 2000/01.
<ul style="list-style-type: none"> • Develop and publish a directory of B.C. food processing firms and associations, including domestic and international buyers. 	<ul style="list-style-type: none"> • A food processing directory is produced and distributed. 	<ul style="list-style-type: none"> • Prepared updated listings of B.C. fruit and vegetable processors. Developed the B.C. <i>Natural Sources Directory</i> with the B.C. Food Technology Network. • A full processing directory will be prepared by Food Industry Branch in 2001. 	<ul style="list-style-type: none"> • The shared database project (the source for the processing directory) was delayed – see previous notes.
<ul style="list-style-type: none"> • Develop a plan for information-sharing with other agri-food agencies. 	<ul style="list-style-type: none"> • An information-sharing plan is established, and a database exchange is set up with other agri-food agencies. 		<ul style="list-style-type: none"> • Shared database project.

Goal 2: Ensure that sound food legislation and regulations support industry development in B.C.

Objective 1: Coordinate and lead the ministry's work in food quality and standards to support food industry development.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Coordinate ministry input into post-farmgate Hazard Analysis and Critical Control Point (HACCP) System and other food quality programs. 	<p>Output measures</p> <ul style="list-style-type: none"> B.C.'s interests at federal and provincial food quality and standards tables are maintained or enhanced. 	<ul style="list-style-type: none"> HACCP being driven by Canadian Food Inspection Agency. Federally inspected food processors made aware of statutory requirements. Provided food processors with information on Q-Base (a quality system that incorporates HACCP-like principles). 	
<ul style="list-style-type: none"> Represent the ministry at federal and provincial food quality and standards tables. 	<ul style="list-style-type: none"> Provincial standards are developed and maintained through the Agreement on Internal Trade on Alcoholic Beverages, the Committee on Voluntary Labelling of Genetically Modified Organisms, and the Federal/Provincial Agri-Food Inspection Committee. 	<ul style="list-style-type: none"> Represented the province on a number of federal/provincial committees. Worked to resolve a microbial sampling issue on imported lettuce, herbs and salads. As a result, U.S. Federal Department of Agriculture sampling changes were made within four weeks, and normal trade resumed. 	<ul style="list-style-type: none"> A number of outstanding issues (e.g., labelling, dairy analogues, and a meat code) still need to be resolved. Some committees experiencing difficulties in setting standards because parties are unwilling to move on certain issues.
<ul style="list-style-type: none"> Lead the development of provincial food quality standards. 	<ul style="list-style-type: none"> Food quality standards are developed which are acceptable to industry and consumers. 	<ul style="list-style-type: none"> Participated in the development of and consultation about wine standards throughout the province, and studied possible options for implementation (Junger Report, October 2000). Helped producers develop strategic and marketing plans for certified "natural" products. Provided support to the berry industry in developing revisions to the <i>Canada Agricultural Products Act</i>. 	
<ul style="list-style-type: none"> Work with health officials as they implement food safety standards, particularly at the small food-processor and retailer levels. 	<ul style="list-style-type: none"> A more flexible food quality inspection program, which maintains consumer and customer confidence, is developed. 	<ul style="list-style-type: none"> Worked with the Ministry of Health on recommendations for production of fresh sprouts, unpasteurized juices, and natural health care products. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Manage initiatives under provincial food-related legislation and regulation. 	<ul style="list-style-type: none"> • Policy analysis is completed on amendments to provincial food-related legislation and regulation; initiatives under the <i>British Columbia Wine Act</i> and the <i>Food Choice and Disclosure Act</i> are managed. 	<ul style="list-style-type: none"> • Draft guidelines for establishing certification programs under the <i>Agri-Food Choice and Quality Act</i> developed and distributed to industry for comment. • Provided technical support to the Ministry of Attorney General in drafting a proposed genetically modified food labelling act. 	<ul style="list-style-type: none"> • Wine standard discussions put on hold until November 2001, while provinces seek clarification on issues such as the use of the VQA trademark.
	<p>Outcome measure</p> <ul style="list-style-type: none"> • A greater number of B.C. food processors and retailers adopt HACCP System programs, and program analysis is completed. 		<ul style="list-style-type: none"> • No information gathered on the increased use of HACCP; this is a federal government responsibility. Results will be shared with provincial counterparts.

Objective 2: Influence policy through effective consultation with other jurisdictions, to support food industry development objectives.

<ul style="list-style-type: none"> • Provide advocacy on food industry business needs wherever regional, local, provincial, or federal governments are considering regulatory amendments. 	<p>Output measure</p> <ul style="list-style-type: none"> • Staff continue to provide ongoing support in the areas of regulatory amendments, policy changes, and the impacts of government decisions on industry. 	<ul style="list-style-type: none"> • Advised on gypsy moth management and development of long-term policy. 	
<ul style="list-style-type: none"> • Disseminate information on regulations and policy functions to affected food industry groups. 		<ul style="list-style-type: none"> • Responded to numerous industry inquiries about regulations governing product quality standards, food safety, and standards for food handling facilities. 	<ul style="list-style-type: none"> • The provincial <i>Meat Inspection Act</i> identified as a deterrent in the development of differentiated products such as "natural" beef.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Identify problems, evaluate impacts and develop options for regulatory amendments. 		<ul style="list-style-type: none"> Provided support to the Ministry of Attorney General on technical issues concerning genetically engineered products. Provided input into the Green Economy Initiative on eco-certification and labelling issues. Worked with Crop Protection Branch in the ministry to assess the effects on the blueberry sector of proposed changes to the blueberry maggot legislation. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> Communication and coordination networks for the development of intergovernmental policy and regulations are improved. 	<ul style="list-style-type: none"> Coordinated the work of the Certified Organic Associations of British Columbia with other ministries and the federal government, to ensure the provincial certification program was accepted by the United Kingdom, to maintain exports. Participating on the Canada Committee on Food under the umbrella of the Canadian Agri-Food Research Centre. 	
	<ul style="list-style-type: none"> Information is provided to food industry clients who are affected by legislative and regulatory changes, and impact assessments of those changes are completed. 	<ul style="list-style-type: none"> Consulted with industry on provisions under the <i>Agri-Food Choice and Quality Act</i>, resulting in Memoranda of Understanding with two industry organizations to establish policies and a fair implementation process. Provided detailed information to processors on a wide range of processing issues. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<ul style="list-style-type: none"> • Cross-ministry and interministry support is provided for regulatory changes. 	<ul style="list-style-type: none"> • Participated on the federal/provincial committee developing a long-term management plan for control of gypsy moth. • Worked with other ministries to formulate policy on the biotech (i.e., genetically engineered products) issue. 	

Goal 3: Encourage investment and economic development in B.C.'s food processing industry.

Objective 1: Provide a positive business climate that will maintain the current level of food processing business in B.C.

<ul style="list-style-type: none"> • Work with industry to reduce the costs of raw materials, transportation, permits and licences. 	<p>Output measures</p> <ul style="list-style-type: none"> • An assessment of cost-reduction options for B.C. food industry is completed. 	<ul style="list-style-type: none"> • The Ference-Weicker Report, 1999, outlined issues affecting the business climate in B.C. (e.g., wage and Workers' Compensation Board rates, and high taxes). Worked with the Ministry of Finance and Investment to identify and reduce areas of overlap. Taxes on some machinery and equipment subsequently reduced or eliminated. 	
<ul style="list-style-type: none"> • Review production costs (e.g., labour, fuel, taxes and land) to determine real versus perceived costs of food processing in B.C. 	<ul style="list-style-type: none"> • An analysis of food processing costs in B.C., compared with other jurisdictions, is completed. 		<ul style="list-style-type: none"> • Report was to have been cost-shared with the BC Food Group. Project dropped for lack of funding.
	<p>Outcome measures</p> <ul style="list-style-type: none"> • Reports on cost reduction options are presented to relevant B.C. ministries. 		<ul style="list-style-type: none"> • This information was not provided, because the competitiveness report initiated by the BC Food Group was dropped due to lack of funding (see above).
	<ul style="list-style-type: none"> • A report on the comparative study is presented. 		<ul style="list-style-type: none"> • As above.

Objective 2: Coordinate and develop programs in support of increased research and development capacity within the province.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Improve access to expertise and training, through partnership with private consultants or experts within publicly funded organizations. 	<p>Output measure</p>	<ul style="list-style-type: none"> Worked with the B.C. Food Technology Network to improve access to expertise and training for small-scale food processors. Sectoral consultation event planned for April 2001, and workshops scheduled for fall 2001. 	
<ul style="list-style-type: none"> Improve access to equipment by increasing access to public facilities in education and research institutions, and by encouraging cooperative processing facilities. 		<ul style="list-style-type: none"> Web site – viewed by industry as key in developing processing inventory throughout the province – being developed with technologies from the B.C. Institute of Technology (BCIT), Agriculture and Agri-Food Canada, University of British Columbia (UBC), and others. Scheduled for completion by September 2001. 	
<ul style="list-style-type: none"> Improve industry access to relevant information. 	<ul style="list-style-type: none"> A searchable resource database is made available electronically. 	<ul style="list-style-type: none"> Organic and ornamental industry information researched and developed for InfoBasket. Four new business focus areas scheduled for release on InfoBasket by June 30, 2001. A database of processing equipment held by publicly funded organizations now available to processors. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> There is an increase in the number of public-private partnerships. 		<ul style="list-style-type: none"> No information gathered on the number of partnerships formed, because it is considered “privileged” information by industry.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
	<ul style="list-style-type: none"> Greater use is made of existing sources of expertise, and of training opportunities for food industry research and development. 	<ul style="list-style-type: none"> Working with BCIT and UBC to formulate training courses for skills required by the food processing industry. 	
	<ul style="list-style-type: none"> There is an increase in the number of established and operational co-processing facilities. 		<ul style="list-style-type: none"> No information gathered on the number of facilities, because it is considered "privileged" information by industry.

Objective 3: Encourage and support value-added and differentiated products.

<ul style="list-style-type: none"> Promote public-private partnerships to establish a standards review and certification agency. 	<p>Output measures</p> <ul style="list-style-type: none"> Pilot project reports on dairy and beef are completed, and product differentiation standards are established. 	<ul style="list-style-type: none"> Natural Pasture Dairy Group formed. Cheese plant constructed in Courtenay: business and marketing plans to be completed by June 30, 2001. Beef consortium formed: worked with Ministry of Health on meat inspection issues in the Merritt area. 	
<ul style="list-style-type: none"> Strengthen nutraceutical and biotechnology expertise in B.C. 	<ul style="list-style-type: none"> Identify B.C. nutraceutical and functional food firms. Identify development opportunities and provide information. 	<ul style="list-style-type: none"> Produced and distributed the B.C. <i>Herb Sources Directory</i>. Prepared industry report on botanical extracts and essential oils. Delivered workshops, launched a pilot project for standardizing laboratory testing of botanicals (in conjunction with the B.C. Functional Food and Nutraceutical Network), held a conference, <i>Marketing in a Changing Regulatory Environment</i>, and sponsored a Soy Symposium, hosted by the BC Food Technologists, for Canadian and U.S. attendees. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Develop a strategy for increasing the capacity of small- and medium-sized food processing companies. 		<ul style="list-style-type: none"> Helped a number of individual firms expand their operations and develop proposals (e.g., a \$5.5 million private-investment multi-processor "Business in a Box" concept, for which a plant is scheduled to be built and operational by fall 2001). 	<ul style="list-style-type: none"> No overall strategy developed: staff reassigned to other branch priorities.
<ul style="list-style-type: none"> Research the demand for differentiated food products. 	<ul style="list-style-type: none"> Data is made available on consumer demand for differentiated food products. 	<ul style="list-style-type: none"> Led a consumer research study to evaluate the product characteristics of a new potato variety and the potential for the industry to market the new products. Purchased consumer segmentation information informs the analysis of market acceptance of new differentiated products. 	
<ul style="list-style-type: none"> Analyze the effectiveness of current product development practices within the B.C. food industry. 	<ul style="list-style-type: none"> An assessment is completed of companies – including the number of companies – that are exploring natural, organic and other forms of product differentiation. 		<ul style="list-style-type: none"> Formal assessment was not conducted. Business development managers are tracking companies on a sector-by-sector basis.
	<p>Outcome measures</p> <ul style="list-style-type: none"> B.C. nutraceutical and biotechnology companies increase their market share. 	<ul style="list-style-type: none"> Focus was on providing information so companies could grow, develop and compete with large multi-nationals; market share is unknown. 	<ul style="list-style-type: none"> Baseline information on current market share is not available from existing sources.
	<ul style="list-style-type: none"> Benchmark information is established on the number of new products or new marketing channels being explored. 		<ul style="list-style-type: none"> Information available externally, but staff reassigned to other branch priorities.

Policy and Legislation Services

Goal 1: Achieve a government policy and regulatory environment that supports industry competitiveness and development.

Objective 1: Increase the fairness of the provincial share of federal expenditures, particularly in farm safety nets, research and development, adaptation and rural development, food industry development, and export promotion.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Lead seven provinces in renegotiating the federal allocation of farm safety net expenditures. 	<p>Output measures</p> <ul style="list-style-type: none"> Inventory and analysis of federal expenditures is completed. 	<ul style="list-style-type: none"> Negotiations successfully completed, and a three-year agreement in place. The provincial alliances achieved remain strong. 	
<ul style="list-style-type: none"> Document and monitor B.C.'s share of federal programs, and help industry access federal programs by assisting with information and proposals. 	<ul style="list-style-type: none"> The number and quality of B.C. funding and program applications increases by 25 per cent. 	<ul style="list-style-type: none"> A value-added investment service created to help the ministry and investment service providers manage agri-food enquiries from investors, and to inform industry about investment events, trade shows, financial programs, and how to access capital. 	<ul style="list-style-type: none"> No measures of current numbers and quality of B.C. funding and program applications. This will be completed in the next fiscal year.
	<p>Outcome measure</p> <ul style="list-style-type: none"> B.C. receives a larger share of federal safety net expenditures (i.e., from 3 per cent to closer to 5 per cent) and greater access to other programs. 	<ul style="list-style-type: none"> The Canada-British Columbia Framework Agreement on Agricultural Risk Management includes a new funding formula that gives B.C. roughly 5 per cent of federal funding. Additional federal support also based on this new formula. 	

Objective 2: Encourage supportive federal trade, tax, investment, and food inspection policies and regulations.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Proactively represent B.C. at critical federal/provincial committee tables. 	<p>Outcome measures</p> <ul style="list-style-type: none"> Greater knowledge at the federal level of B.C. issues. 	<ul style="list-style-type: none"> Monitored and provided input to Canadian submissions to the new round of World Trade Organization agriculture negotiations that began in March 2000 involving 140 member governments. Supported the minister in the Canada/U.S./Mexico Agricultural Accord, and the Canada/U.S. Provinces/States Advisory Group, and implementation of the accord workplan for 2000/01. Participated as part of the Canadian delegation in five rounds of consultations with New Zealand and the U.S. concerning Canada's dairy export program. Sought rights, on behalf of B.C. industry, under international and internal trade agreements and remedies to fight European Union barriers to high-quality B.C. wines and icewines, and interprovincial barriers to B.C. dairy analogue exports and feed grain imports. On behalf of B.C. conventional and organic livestock industries, worked for exemption from the Manitoba corn growers anti-dumping action on U.S. corn. Participated on the agri-food Federal/Provincial Investment Steering Committee to ensure that B.C. agri-food interests were reflected in the implementation of a number of important federal/provincial investment initiatives. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Support the shift in food inspection to outcome-based standards, and maintain flexibility in inspection systems (e.g., equivalency) without compromising food safety standards. 	<ul style="list-style-type: none"> A more cost-effective food quality inspection system is established, measured by rigorous food safety standards to maintain consumer and customer confidence. 	<ul style="list-style-type: none"> Helped industry pilot three organic certification projects to establish International Standards Organization (ISO) 65 equivalency requirements. A new Food Safety Committee will review existing and potential approaches to food quality and safety inspection and work with industry groups and provincial and federal officials. 	

Objective 3: Establish a policy framework to encourage greater flexibility in regulated marketing systems and to support industry quality programs to provide industry diversification opportunities.

<ul style="list-style-type: none"> Develop an ongoing consultation process. 	<p>Output measures</p> <ul style="list-style-type: none"> A consultation process is developed and implemented, and a forum for discussing industry competitiveness is in place. 	<ul style="list-style-type: none"> Established amendments to the British Columbia Milk Marketing Board regulation to deregulate milk and dairy product production for export. 	
<ul style="list-style-type: none"> Finalize and communicate policy statements for regulated marketing (e.g., the <i>Natural Products Marketing (B.C.) Act</i>). 	<ul style="list-style-type: none"> Regulations are in place to guide the British Columbia Marketing Board (BCMB) and other marketing boards and commissions, and schemes are amended as necessary. 	<ul style="list-style-type: none"> The ministry participated in BCMB hearings on egg quota allocation and used the policy statements as the basis of its presentation. This reinforced the aim and content of the initiative. 	<ul style="list-style-type: none"> Consultations were not renewed, and the policy statements remain in draft form.
<ul style="list-style-type: none"> Finalize new legislation on food quality and develop supporting regulations for industry food quality certification. 	<ul style="list-style-type: none"> Food quality legislation is passed, and regulations are developed or revised as needed. 	<ul style="list-style-type: none"> The <i>Agri-Food Choice and Quality Act</i> enacted in 2000. 	
	<ul style="list-style-type: none"> Industry certifications are in place. 	<ul style="list-style-type: none"> An operating protocol established between the ministry and industry groups to review proposed certification programs and ensure that new and existing programs are consistent. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> • Attract investment for new products and value-added and downstream processing. 		<p>See "Outcome measures," below.</p>	
	<p>Outcome measures</p> <ul style="list-style-type: none"> • There is better understanding and implementation of policies by the marketing boards. 	<ul style="list-style-type: none"> • The British Columbia Chicken Marketing Board's revised domestic policy reflects the policy statements. 	
	<ul style="list-style-type: none"> • Investors recognize the benefits of investing in B.C. food processing. 	<ul style="list-style-type: none"> • Identified various agri-food investment programs, opportunities and services available in B.C., and established productive investment relationships with more than 36 types of public and private agencies. • Collaborated with a municipality to co-sponsor a community-based foreign investment attraction strategy for the agri-food sector. • Helped 14 representatives from B.C. food and agriculture technology companies connect with potential international investors. 	

Objective 4: Influence the policies and regulations of other ministries to support agri-food sector development – particularly in land and water resource allocation, First Nations treaties, transportation, and taxation.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Act on Agri-Food Policy recommendations from the Select Standing Committee on Agriculture and Fisheries. 	<p>Output measures</p> <ul style="list-style-type: none"> Implement the follow-up to the Select Standing Committee recommendations. 	<ul style="list-style-type: none"> The Select Standing Committee issued two reports, in May and July 2000. The May report summarized submissions made by individuals and organizations on an Agri-Food Policy for B.C. This information being used to help guide ongoing work on agri-food policy issues and will be reflected in the committee’s final report. The July report contained recommendations about agricultural leases. Those included extending current agricultural Crown land leases for another five years (for a total of 15 years), or offering direct purchase to lessees under original contract terms and conditions. 	<ul style="list-style-type: none"> The Select Standing Committee continues to work on a final report, which is expected to set out its comprehensive recommendations for an Agri-Food Policy for B.C.
<ul style="list-style-type: none"> Lead a review of the property taxation system. 	<ul style="list-style-type: none"> There is interagency agreement on preferred options for agriculture. 	<ul style="list-style-type: none"> Preliminary work completed, and a presentation made to the Select Standing Committee. 	<ul style="list-style-type: none"> Consultations with other agencies and industry and local government did not proceed, pending the report of the Select Standing Committee.
<ul style="list-style-type: none"> Maintain an ongoing, comparative analysis of government policies and regulations, and how they affect industry competitiveness. 	<ul style="list-style-type: none"> Develop an improved information base on how government affects the agri-food sector in B.C., and promote greater industry understanding. 	<ul style="list-style-type: none"> Preliminary work completed on an information base for labour and taxation policies and regulations. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Lead the development of the provincial negotiating position on the Agricultural Land Reserve, for use in First Nations treaty negotiations. 	<ul style="list-style-type: none"> Recommendations for the provincial negotiating position are adopted by Cabinet. 	<ul style="list-style-type: none"> Draft provincial policy document developed and discussed by the deputy ministers of Agriculture, Food and Fisheries, and Aboriginal Affairs, and the Land Reserve Commission. Maintenance of the Agricultural Land Reserve included in each proposal to First Nations, including Tsawwassen, Sliammon, Lheidli T'enneh, Nuu-chah-nulth, and Tsay Keh Dene. 	<ul style="list-style-type: none"> Cabinet did not adopt an overall provincial position regarding the maintenance of the Agricultural Land Reserve on existing First Nations reserves.
	<p>Outcome measure</p> <ul style="list-style-type: none"> Other agencies develop a better understanding of issues and of how those issues affect policies and regulations. 	<ul style="list-style-type: none"> The Ministries of Aboriginal Affairs, of Environment, Lands and Parks, and of Forests have included Agricultural Land Reserve considerations in their submissions. 	

Objective 5: Influence local government policies and planning to support agri-food sector development – particularly local bylaws, property tax and water rates, and planning for agriculture.

<ul style="list-style-type: none"> Develop a consultation process with local governments on property taxation. 	<p>Output measures</p> <ul style="list-style-type: none"> There is an increase in the number of advisory committees and committee participants. 	<ul style="list-style-type: none"> Initial discussions held with the executive director of the Union of British Columbia Municipalities. A consultation paper drafted for upcoming discussions. 	<ul style="list-style-type: none"> Consultations were delayed pending the completion of the Select Standing Committee report on an Agri-Food Policy.
<ul style="list-style-type: none"> Encourage the establishment of local agriculture advisory committees to influence local government policies and planning. 			<ul style="list-style-type: none"> No progress was achieved because the staff resources were required for federal/provincial negotiations and supporting analysis.
<ul style="list-style-type: none"> Support the Agriculture Division in its planning and bylaw processes. 	<ul style="list-style-type: none"> More local farm bylaws are enacted. 	<ul style="list-style-type: none"> Provided policy and legislative analysis and support on "right to farm" issues to program staff working with local governments, to help them develop local farm bylaws and agricultural plans. 	

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Support the growth of First Nations agriculture by encouraging pilot projects. 	<ul style="list-style-type: none"> Pilot projects are developed, implemented and completed. 	<ul style="list-style-type: none"> Supported enhanced consultation with First Nations through detailed mapping of Grazing Enhancement Fund projects in the North Central Region. 	
	<p>Outcome measures</p> <ul style="list-style-type: none"> There is a better understanding, at the local-government level, of the effects of municipal policies on local agriculture. 		<ul style="list-style-type: none"> The Select Standing Committee was expected to make specification recommendations, but its report on an Agri-Food Policy was not completed by March 31, 2001.
	<ul style="list-style-type: none"> There is a greater awareness and a more positive view of agriculture at the local level. 		<ul style="list-style-type: none"> As above.

Goal 2: Maintain a future-oriented and effective policy, legislative and planning framework for the ministry, to support its operations in achieving its overall goals and objectives.

Objective 1: Maintain a documented set of policies and communicate these throughout the ministry and to other relevant agencies.

<ul style="list-style-type: none"> Develop an Agri-Food Policy framework that is based on industry consultations and the recommendations of the Select Standing Committee on Agriculture and Fisheries. 	<p>Output measure</p> <ul style="list-style-type: none"> The Agri-Food Policy framework is finalized, and a documented, accessible policy base is in place. 		<ul style="list-style-type: none"> The Select Standing Committee did not complete its report on an Agri-Food Policy. The ministry needs to re-evaluate this initiative.
<ul style="list-style-type: none"> Communicate policies more effectively throughout the ministry and to other agencies. 	<p>Outcome measure</p> <ul style="list-style-type: none"> There is greater awareness of ministry policies within the ministry and among other ministries and agencies. 	<ul style="list-style-type: none"> An increase in awareness by the Insurance Corporation of British Columbia and the Ministry of Environment, Lands and Parks achieved through individual initiatives. 	

Objective 2: Revise the legislative plan to achieve legislative priorities and modernize and streamline legislation to achieve new ministry directions.

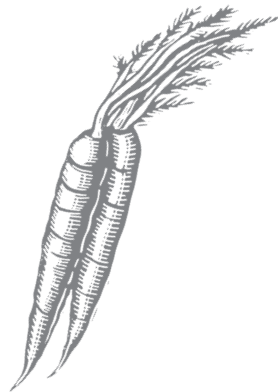
KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Review the ministry's multi-year legislative plan. 	<p>Output measure</p> <ul style="list-style-type: none"> The legislative plan review and initiatives are completed and approved by the ministry executive and central agencies. 	<ul style="list-style-type: none"> The multi-year legislative plan reviewed internally and refocused, to support the ministry's longer-term policy initiatives, including the Agri-Food Policy. 	
<ul style="list-style-type: none"> Prioritize selected legislation that is essential to achieving new directions. 	<p>Outcome measure</p> <ul style="list-style-type: none"> Cabinet priority is given to the ministry's legislative initiatives. 	<ul style="list-style-type: none"> Cabinet approval given for the <i>Agri-food Choice and Quality Act</i> to proceed on a priority basis during the 2000 Legislative Session. 	

Objective 3: Influence resource planning through effective representation and improved information.

<ul style="list-style-type: none"> Ensure that resource policies are refined, documented and communicated, to assist regional and provincial planning. 	<p>Output measure</p> <ul style="list-style-type: none"> There is greater understanding among line staff and other ministries of agri-food resource needs and issues. 	<ul style="list-style-type: none"> Policies developed and delivered for agriculture and the provincial initiatives on drinking water protection, climate change, and fish protection. Participated in the Land and Resource Management Plan processes in Lillooet, Okanagan-Shuswap, and Mackenzie, and in the implementation in seven other areas. Developed and delivered policy related to the Trans Canada Trail. Developed and delivered to ministers recommendations for long-term tenures for ranchers. 	
<ul style="list-style-type: none"> Gradually improve and maintain a resource and industry information base. 	<p>Outcome measure</p> <ul style="list-style-type: none"> Information is made available for more effective resource planning and industry development, and participation in planning forums has an impact on interagency planning processes. 	<ul style="list-style-type: none"> Enhanced the corporate database with additional information from terrain resource information management (TRIM), agricultural capability, and farm databases. 	

Objective 4: Lead the corporate planning process within the ministry.

KEY STRATEGIES	PERFORMANCE MEASURES	ACHIEVEMENTS	NON-COMPLIANCE
<ul style="list-style-type: none"> Support the ministry's executive in a review of the strategic plan, taking into account the recommendations of the Select Standing Committee on Agriculture and Fisheries. 	<p>Output measures</p> <ul style="list-style-type: none"> An effective strategic planning process is in place. 	<ul style="list-style-type: none"> A minor review took place. 	<ul style="list-style-type: none"> The delay in the Select Standing Committee report on an Agri-Food Policy delayed a major review.
<ul style="list-style-type: none"> Continue to develop and refine meaningful performance measures for the <i>Strategic Plan</i> and the <i>Performance Plan</i>. 	<ul style="list-style-type: none"> The first iteration of the revised/new performance measures is published in the ministry's <i>Strategic Plan</i>. 	<ul style="list-style-type: none"> A consultant engaged to review and report on performance measures. Follow-up will continue in 2001/02. 	
	<p>Outcome measure</p> <ul style="list-style-type: none"> An assessment of the ministry's performance measures is made available in its <i>Strategic Plan</i>. 		<ul style="list-style-type: none"> Deferred for one year due to lack of resources.



Corporate Services

Corporate Services is responsible for the Ministry of Agriculture, Food and Fisheries' administrative and finance functions. These include accounting, financial planning and reporting, budget control, human resources, information technology, freedom of information and privacy, facilities management, asset control, risk management, employment equity, and records management.

Throughout 2000/01, Corporate Services continued its work to ensure that the ministry operated efficiently and effectively, and that it complied with government policies and procedures. Highlights included:

- meeting the ministry's budget target,
- replacing 10 per cent of the ministry's gas-fuelled vehicles with bi-fuel units, in support of government's move to reduce greenhouse gas emissions. (The ministry plans to replace another 10 per cent of its vehicles in 2001/02.),

- signing a co-location agreement with the Ministry of Forests in Creston, resulting in a 30 per cent reduction in annual occupancy costs,
- developing, with Agriculture and Food Operations, a common computer system to replace several separate systems previously used for licensing, which will improve the efficiency of managing licensing and inspection services, and
- completing approximately one-third of the upgrade of the ministry's computer hardware and software to comply with government standards and facilitate the transition to electronic service delivery. The balance of the upgrade will be completed in 2001/02.

Revenue 2000/01 (Unaudited as at March 31, 2001)

Sales and Service Fees

Sale of publications	\$1,926
Subtotal	\$1,926

Investment Income

ALDA (Agricultural Land Development Account) – interest on loans	\$382,439
ALDA – recovery concessionary loans	830,653
Gain/Loss on conversion of foreign exchange ¹	–
Interest on overdue accounts (<i>Financial Administration Act, section 17</i>)	944
Subtotal	\$1,214,036

Miscellaneous Revenue

Corporate Services	\$21,000
Land Reserve Commission	880
Recovery – prior-year expenditures	49,281
Miscellaneous receipts	98,455
British Columbia Marketing Board appeal fees	2,700
Subtotal	\$172,616

Fees and Licences

Land Reserve Commission – fees	\$165,694
– recapture charges	21,924
Health management and regulatory service fees and licences	42,580
Horned cattle fees	17,807
Veterinary laboratory fees and licences	222,178
Plant laboratory fees	12,242
Livestock Protection Act – dog licences	8,886
Subtotal	\$491,311

Federal Government

Contributions from the federal government	\$3,200,000
Crop Insurance – administration cost recovery	1,077,708
National Farm Business Management	142,158
Subtotal	\$4,419,886

TOTAL MINISTRY REVENUE 2000/01

\$6,299,755

¹ Gain/loss on conversion of foreign exchange is now reported centrally by the Ministry of Finance and Corporate Relations.

Expenditures 2000/01 (Unaudited as at March 31, 2001)

(Salaries and rents allocated to branches)

VOTE 14 – MINISTRY OPERATIONS

Subvote – Minister’s Office

Minister’s Office	\$564,076
Minister’s Field Office	4,560
Total Minister’s Office	\$568,636

Subvote – Corporate Services

Deputy Minister

Deputy Minister’s Office	\$344,417
Deputy Minister – special projects	116,464
Communications	905,456
Subtotal	\$1,366,337

Policy and Legislation

Policy and Statistics	\$606,846
Legislation	322,939
Trade Competition	383,181
Resource Planning	396,800
Subtotal	\$1,709,766

Corporate Services

Director, Corporate Services	\$589,602
Corporate Services – administration	1,175,630
Financial Planning and Analysis	246,845
Service contract – Ministry of Transportation and Highways	959,831
– Ministry of Small Business, Tourism and Culture	2,180,901
Columbia Basin Trust ¹	2,000,000
Subtotal	\$7,152,809
Total Corporate Services	\$10,228,912

Subvote – Agriculture and Risk Management

Agriculture and Food

Rural Development Office

Food Industry

Food Industry	\$1,924,604
Buy BC	2,687,017
Quality Wine and Grape Development Program	200,000
Subtotal	\$4,811,621

Agriculture	
Assistant Deputy Minister, Agriculture	\$263,588
Agriculture – special projects	186,215
– Executive Officer	524,418
South Coastal Region	2,206,453
North Central Region	1,570,880
Southern Interior Region	1,975,216
Resource Management	1,292,893
Vehicle Management – North Central Region	44,920
– Southern Interior Region	95,031
– Resource Management	65,177
Crop Protection Program	1,122,118
Plant Diagnostic Laboratory	262,679
Plant Industry Commodity Teams	1,507,201
Animal Health Centre	1,865,684
Health Management and Regulatory	727,416
Animal Industry	1,199,990
Agriculture Risk Management	16,457,559
Industry Innovations	681,589
National Farm Business Management Program (100 per cent recoverable)	-
Grazing Enhancement Fund (transfer to Special Account)	2,500,000
Ministry amortization expense	1,313,404
Subtotal	\$35,862,431
Total Agriculture and Food (including Rural Development Office)	\$41,515,315
Agriculture Programs	
Crop Insurance – administration	\$2,044,861
– premiums	(2,256,587)
Net Income Stabilization Account (NISA)	2,028,001
Whole Farm Insurance	6,800,000
Total Agriculture Programs	\$8,616,275
TOTAL VOTE 14 – MINISTRY OPERATIONS	\$60,929,138

VOTE 16 – LAND RESERVE COMMISSION	\$3,032,275
VOTE 17 – BRITISH COLUMBIA MARKETING BOARD	\$880,576
VOTE 18 – OKANAGAN VALLEY TREE FRUIT AUTHORITY	\$6,500,000
TOTAL VOTED	\$71,341,989
SPECIAL ACCOUNTS	
Livestock Protection	\$9,445
Grazing Enhancement Fund	2,453,402
Transfer from the vote	(2,500,000)
TOTAL MINISTRY VOTED AND SPECIAL ACCOUNT EXPENDITURES	\$71,304,836
ADDITIONAL AUTHORIZATIONS	
Statutory Account	
Cattle (<i>Horned</i>) Act, Livestock Improvement	\$14,093
TOTAL MINISTRY EXPENDITURES 2000/01	\$71,318,929
Access to Contingency Vote	
Loan Guarantee Provision – greenhouse operators and cranberry growers	\$3,565,000
TOTAL CONTINGENCY EXPENDITURES	\$3,565,000
MINISTRY CAPITAL BUDGET	\$1,090,477

¹ Under authority of the Columbia Basin Trust, the government will provide an annual \$2 million operating grant until 2010.

² The Agricultural Land Commission became the Land Reserve Commission on April 1, 2000.

Glossary of Terms

Annual performance report

A ministry document, required by the *Budget Transparency and Accountability Act*, to be tabled in the Legislature by June 30 every year. This report may contain information normally found in a traditional annual report, with the additional requirement that a ministry's performance in meeting its goals and targets is emphasized in the document. The document must link directly back to the ministry's performance plan. The annual performance report for 2000/01 will be the first iteration to replace the traditional annual report style.

Business area

A set of key activities or programs or budget areas related to the purpose, role and mandate of the ministry. Most ministries will have three-to-five key business or program areas; larger ministries may have more.

Efficiency measure

Measuring the relationship between the amount of input (usually dollars or employee-years) and the amount of output or outcome of an activity or program.

Environmental scan

Summary information for critical thinking about, deciding on, and preparing a future course of action. An environmental scan assesses the ministry's internal strengths, weaknesses, challenges and opportunities. The scan examines factors within the ministry that can positively or negatively affect its ability to accomplish its mission, goals and objectives. The scan also assesses external forces that can have a significant effect on the ministry.

Full-time equivalent (FTE)

The equivalent of one person working 1,827 hours in one year.

Goal

Goals are the ends that the ministry (or a business or program area) wants to achieve in fulfilling its mandate and mission. Goals must be both realistic and achievable.

Input measure

A measure of the amount of resources (dollars and FTEs) used to undertake a function.

Mission

The reason for the ministry's existence. The statement identifies what the ministry does, why it does it, and for whom. It also reminds the public and other government entities of the unique purposes promoted and served by the ministry. The ministry's goals, objectives and strategies must be consistent with its mission statement.

Objectives

Objectives are concise, realistic, results-oriented statements of what a ministry or program achieves on the way to accomplishing its goals. Objectives must be stated in a way that clearly communicates what is to be achieved and measured or assessed.

Outcome measure

A measure of the results and consequences or changes in conditions, behaviours or attitudes that indicate progress in achieving a program's or ministry's mission and goals. An outcome may be immediate, ultimate, or somewhere in between.

Output measure

A measure of the level of service provided by a program (i.e., what and how much came out of a program or service). The measurable unit can be a number, percentage or ratio.

Performance measure

A performance measure (sometimes referred to as an indicator) can be used to indicate the degree of success a ministry has in achieving its goals and objectives. When a measure has a specific numeric value attached to one aspect of the performance under consideration, it is then typically referred to as a performance indicator.

Performance plan

A plan that describes a ministry's purpose or mission, its direction or vision, its goals and objectives, the operational strategies it will use to achieve those objectives, and how it will know if it has been successful (i.e., through the use of performance measures and targets).

Performance target

Targets express pre-set, quantifiable performance levels to be attained at a future date.

Program

A set of activities with clearly defined, dedicated resources and measurable objectives that are coherent and consistent.

Result

A consequence, issue or outcome of an action or series of actions. Often used synonymously with "outcome" and/or "output."

Strategic context

The strategic context of a performance plan provides high-level information that describes where a ministry is now. It usually includes a ministry's vision, mission, values and environmental scan.

Strategic plan

The high-level, government-wide corporate document that outlines the government's vision, mission, values and key priorities for the medium to long term.

Strategies

Strategies are the actions that describe how objectives are to be achieved. Other terms used to describe strategies are programs, projects, initiatives and activities, among others.

Values

The value statement expresses a ministry's core values or fundamental beliefs. Values define the ministry's management style, organizational values, and code of conduct for personal and organizational behaviour.

Vision

A clear and compelling picture of a ministry's preferred future; where the ministry is going, and where it wants to be. This vision must be sufficiently desirable and challenging to motivate and inspire ministry employees and influence decision-making.

Related Boards and Commissions

Land Reserve Commission

B.C. Blueberry Industry Development Council

British Columbia Broiler Hatching Egg Commission

B.C. Cattle Industry Development Council

British Columbia Chicken Marketing Board

British Columbia Cranberry Marketing Board

British Columbia Egg Marketing Board

British Columbia Grape Marketing Board

British Columbia Hog Marketing Commission

British Columbia Marketing Board

British Columbia Milk Marketing Board

British Columbia Mushroom Marketing Board

British Columbia Peace River Grain Industry Development Council

British Columbia Raspberry Industry Development Council

British Columbia Tree Fruit Marketing Board

British Columbia Turkey Marketing Board

British Columbia Vegetable Marketing Commission

British Columbia Wine Institute

B.C. Woodlot Products Development Council

Dairy Products Promotional Fund Committee

Farm Practices Board

Okanagan Valley Tree Fruit Authority

Legislation Administered by Agriculture and Food

Ministry of Agriculture and Food Act
 Agricultural Credit Act
 Agricultural Land Reserve Act
 Agricultural Produce Grading Act
 Agri-Food Choice and Quality Act
 Agrologists Act
 Animal Disease Control Act*
 Bee Act
 British Columbia Wine Act
 Cattle (Horned) Act
 Farm Income Insurance Act
 Farmers and Womens Institutes Act
 Farming and Fishing Industries Development Act*
 Farm Practices Protection (Right to Farm) Act*
 Food Products Standards Act
 Fur Farm Act
 Game Farm Act
 Grazing Enhancement Special Account Act

Insurance for Crops Act
 Land Reserve Commission Act
 Livestock Act
 Livestock Identification Act
 Livestock Lien Act
 Livestock Protection Act
 Livestock Public Sale Act
 Local Government Act (sections 916 to 919 only)
 Milk Industry Act**
 Natural Products Marketing (B.C.) Act
 Okanagan Valley Tree Fruit Authority Act
 Pharmacists, Pharmacy Operations and Drug Scheduling Act (sections 65 to 71 only)
 Plant Protection Act
 Prevention of Cruelty to Animals Act
 Seed Grower Act
 Seed Potato Act
 Soil Conservation Act
 Veterinarians Act
 Veterinary Laboratory Act
 Weed Control Act

In practice, some of the responsibility for these statutes is shared with:

* Fisheries

** Ministry of Health

Agriculture and Food Offices

(Current to June 2001)

Minister's Office

Room 137, Legislative Buildings
Victoria, B.C. V8V 1X4
Phone 250 387-1023
Fax 387-1522

Victoria headquarters address
808 Douglas Street, V8W 2Z7
Phone 250 387-5121
Fax 356-1678

Victoria headquarters mailing address
P.O. Box 9120, Stn. Prov. Gov't.,
V8W 9E2

Abbotsford Agricultural Centre

1767 Angus Campbell Road,
V3G 2M3
Toll-free 1 888 221-7141

Regional
Phone 604 556-3075
Fax 556-3030

Resource Management
Phone 604 556-3100
Fax 556-3099

Animal Health
Phone 604 556-3003
Fax 556-3010

Courtenay

331B 6th Street, V9N 1M2
Phone 250 334-1239
Fax 334-1472

Cranbrook

42 8th Avenue South, V1C 2K3
Phone 250 426-1535
Fax 426-1546

Creston

218 Northwest Boulevard
Box 1980, V0B 1G0
Phone 250 428-3255
Fax 428-3271

Dawson Creek

1201 103rd Avenue, V1G 4J2
Toll-free 1 888 398-3322
Phone 250 784-2225
Fax 784-2299

Duncan (Access Centre)

5785 Duncan Street, V9L 5G2
Phone 250 746-1210
Fax 746-1292

Fort St. John

350 - 10003 110th Avenue,
V1J 6M7
Toll-free 1 888 822-1345
Phone 250 787-3240
Fax 787-3299

Kamloops

162 Oriole Road, V2C 4N7
Toll-free 1 888 823-3355
Phone 250 371-6050
Fax 828-4631

Kelowna

1690 Powick Road, V1X 7G5
Crop Insurance (toll-free) 1 888
332-3352
Phone 250 861-7211
Fax 861-7490

Oliver

9971 350th Avenue
Courthouse Building, V0H 1T0
Toll-free 1 888 812-8811
Phone 250 498-5250
Fax 498-4952

Prince George

Experimental Farm Site
2288 Old Cariboo Highway,
V2N 6G3
Toll-free 1 800 334-3011
Phone 250 963-2501
Fax 963-2520

Sidney

Bldg. 20, 8801 East Saanich
Road, V8L 1H3
Phone 250 655-5649
Fax 655-5657

Mailing address

P.O. Box 9099, Stn. Prov. Gov't.
Victoria, B.C. V8W 9A9

Smithers (Access Centre)

1020 Murray Street
Bag 5000, VOJ 2N0
Phone 250 847-7246
Fax 847-7592

**Vancouver - Food Industry
Canada - B.C. Agri-Food
Marketing Centre**

2000 - 300 West Georgia Street,
V6B 6E1
Phone 604 666-5259
Fax 666-3977

Vernon

4607 23rd Street, V1T 4K7
Phone 250 260-3000
Fax 549-5488

Williams Lake

640 Borland Street, V2G 1R8
Toll-free 1 800 474-6133
Phone 250 398-4500
Fax 398-4688

Other Addresses**Land Reserve Commission**

133 - 4940 Canada Way
Burnaby, B.C. V5G 4K6
Phone 604 660-7000
Fax 660-7033

**British Columbia Marketing
Board**

3rd Floor, 1007 Fort Street
P.O. Box 9129, Stn. Prov. Gov't.
Victoria, B.C. V8W 9B5
Phone 250 356-8945
Fax 356-5131

**Okanagan Valley Tree Fruit
Authority**

4200 Highway 97
P.O. Box 6000
Summerland, B.C. V0H 1Z0
Phone 604 494-5021
Fax 494-5024

Map of Regions and Offices



