



BRITISH
COLUMBIA

Ministry of Agriculture, Fisheries and Food

ANNUAL REPORT

1995-1996

Map of Ministry Offices



Canadian Cataloguing in Publication Data

British Columbia. Ministry of Agriculture, Fisheries and Food.
Annual report. -- 1991/1992

Annual.

Continues: British Columbia. Ministry of Agriculture and
Fisheries. Annual report. ISSN 0835-4871.
Report year ends March 31.

ISSN 1197-0650 — Annual report - British Columbia.
Ministry of Agriculture, Fisheries and Food

1. British Columbia. Ministry of Agriculture,
Fisheries and Food - Periodicals. 2. Agriculture British
Columbia - Periodicals. 3. Fisheries
British Columbia - Periodicals. 4. Agriculture and state -
British Columbia - Periodicals. 5. Fishery policy - British
Columbia - Periodicals. I. Title.

S141.B74

354.71106823

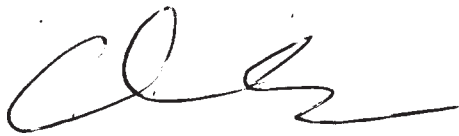
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*The Honourable Garde B. Gardom
Lieutenant Governor
Province of British Columbia*

May it please your Honour:

*I respectfully submit to you the annual report of the Ministry
of Agriculture, Fisheries and Food of the Province of British
Columbia for the period April 1, 1995 to March 31, 1996.*

Sincerely,



*Honourable Corky Evans
Minister*



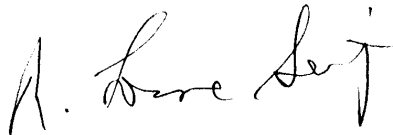
The Honourable Corky Evans

*The Honourable Corky Evans
Minister of Agriculture, Fisheries and Food
Province of British Columbia*

Minister:

*It is my pleasure to submit the annual report of the Ministry of
Agriculture, Fisheries and Food for the fiscal year period of
April 1, 1995 to March 31, 1996.*

Respectfully submitted,



R. Lorne Seitz

Deputy Minister



R. Lorne Seitz

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Corporate Overview

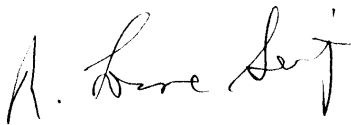
Message from the Deputy Minister

In a time of escalating change in today's global economy, the 1995-96 year saw extensive cooperation and participation in ministry initiatives aimed at industry self reliance, diversification, technological advancement, sustainable resource management, and enhanced profitability — both in the short and long term. Although not all challenges were solved or opportunities realized, there was significant, measurable progress made on a number of fronts.

From co-management to cost sharing, the collective effort involved all industry sectors as well as coastal and rural communities and the ministry itself. For example: joint research and development projects; media coverage and industry promotion to consumers of B.C. products — and the industries and communities they support; and, voluntary use of environmentally sound practices all mark the move towards a more certain future. In the area of training alone, more than 10,000 people — from farmers and fishers to ethnic communities and youth — all participated in ministry courses, seminars and activities such as business planning, application of new technologies, safety, and farm management.

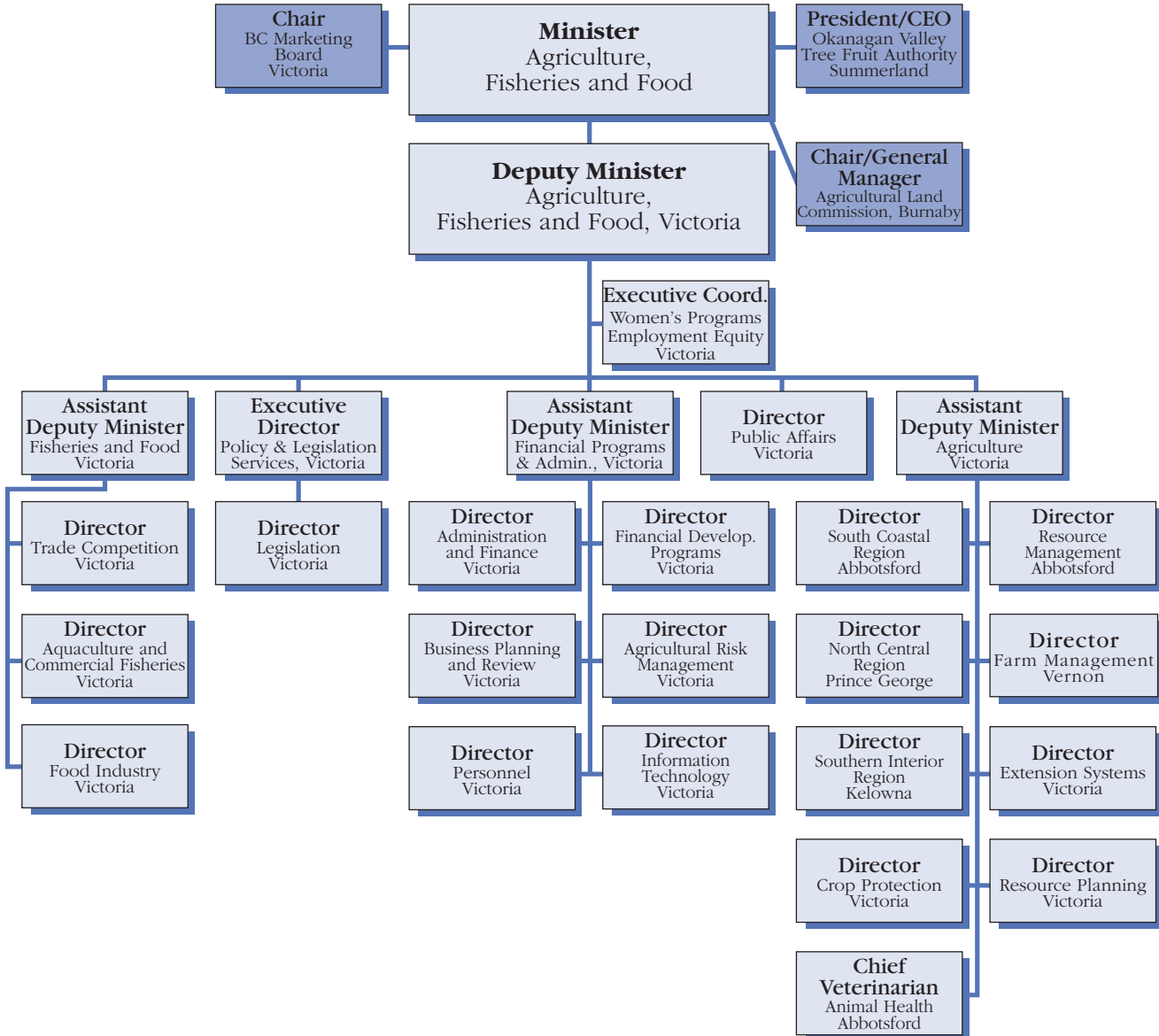
A key legislative initiative, which helped address major land use issues and brought together many points of view, was the development of the *Farm Practices Protection (Right to Farm) Act*. The Act will contribute significantly to greater certainty for farming operations as they strive to co-exist with urban and suburban communities.

I believe with the cooperative steps taken and discussions held during the year with all parties, and the fact that B.C. produced over 200 different food commodities, we moved one step closer to becoming a thriving world class centre for food production.



R. Lorne Seitz
Deputy Minister

Ministry Organizational Chart 1995-96



Profile of Ministry

The ministry is by far the longest standing ministry in the province's history with the *Department of Agriculture Act* being passed in 1894. The ministry and the sectors it represents have significantly evolved since that time to the point that the agriculture, fisheries and food industry in B.C. is now a \$15.5 billion industry, employing one in seven British Columbians or more than 240,000 people.

In 1995/96 the ministry employed some 460 people in offices around the province, with expenditures for the ministry during the year totaling \$58,782,103.

Mission Statement

To foster the socioeconomic viability and sustainability of the agriculture, fisheries and food sector throughout British Columbia.

The ministry is committed to the following values in pursuit of this mission:

- planning and delivering government services in a cost-effective and publicly accountable manner;
- providing responsive, courteous and professional service of high quality to clients; and,
- building and maintaining among ministry personnel an effective spirit of teamwork and cooperation based on trust, integrity, flexibility, innovation and social equity and equality of opportunity (i.e., regardless of gender, beliefs or race).

Strategic Objectives

Ministry activities continued to be guided by three strategic objectives that complement broader provincial objectives, but were also developed to apply directly to the agriculture, fisheries and food sector:

- to enhance the capacity of the agriculture, fisheries and food sector to be profitable and competitive in domestic and global markets;
- to sustain the natural resource base for food production and to enhance the environment; and,
- to enhance the strengths of rural and coastal families and their communities, promoting social stability and regional development.

Ministry Activities

In 1995/96, five strategic priorities were developed to directly support the ministry's strategic plan and business planning process by having ministry activities reported in a more consistent, measurable and publicly accountable fashion. The following strategic priorities formed the basis for classifying ministry activities during 1995-96:

1. Agriculture Industry and Rural Community Development
2. Fish Industry and Coastal Community Development
3. Food Industry Development
4. Food Quality and Safety Management
5. Natural Resource Stewardship

These priorities represent the vast majority of ministry activities which directly affected external stakeholders, and are reported on in the pages following. Other ministry activities, that were mainly internal or administrative functions such as human resource activities, are reported on in a branch by branch manner towards the end of the report.

1. Agriculture Industry and Rural Community Development

The agricultural industry in B.C. continued to face a number of challenges and opportunities throughout the 1995-96 year. The need for more certainty for farmers in the area of agricultural investment and development proved critical with the growing pressures and conflicts associated with urban encroachment, global competition, shifting consumer preferences, changing technology and workforce requirements, and shrinking government resources. As well, with competing demands for land use in B.C., the issues around efficient and sustainable management of land and water resources became elevated and were addressed with a more integrated and comprehensive approach.

During 1995/96, the ministry provided extensive technical support and guidance to the agricultural industry with a total of 237 professional agrologists, engineers, veterinarians, farm management specialists, educators, specialized technicians and administrative staff — from a network of 21 regional

and field offices located throughout the province. These professionals worked in specific partnership arrangements with agri-business and commodity groups to deliver programs and support towards ensuring industry growth.

The following four subsections highlight many of the ministry's key agricultural initiatives and their results:

- 1a. Agriculture Industry Development
- 1b. Industry Financial Support and Development
- 1c. Rural Community Development
- 1d. Human Resource Development

These initiatives accounted for the bulk of ministry resources applied throughout the year. This was done in a concerted effort to address the challenges and opportunities in the agricultural sector as outlined above.

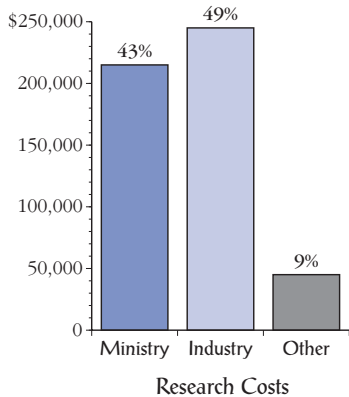
“The need for more certainty for farmers in the area of agricultural investment and development proved critical...”





1a. Agriculture Industry Development

The ministry was involved in a record number of activities that further reflected the truly cooperative approach taken towards building a competitive, market-driven agri-food sector. This approach involved other government agencies, industry partners and associations in arrangements from consultation and co-management to cost-sharing and transfer of programs to industry.



- The ministry funded 26 research projects through the B.C. Agriculture Research Council aimed at improving industry competitiveness across a wide range of commodities. Research costs totaled \$500,000 of which 43% of funding was provided by the ministry, 49% by industry, and the remainder from other sources.
- Under the Demonstration of Agricultural Technology and Economics program, 36 projects were funded by the ministry for a total of \$134,500. This generated industry and other contributions of more than \$300,000. The program assisted industry in competing in the market place, with quality B.C. products produced in an environmentally and socially acceptable manner.
- Ministry staff continued to work closely with tree fruit growers in the province towards providing an improved understanding of the changing market, emerging genetic technology and necessary steps required to achieve financial success. A 'Tree Fruit Consultation Forum' process was begun and provided a full assessment of the

B.C. tree fruit sector and the challenges it faced.

- An area identified in the assessment was the need to move to higher value, higher density tree fruit crops. In response, the ministry supported the Okanagan Valley Tree Fruit Authority in the orchard revitalization initiative which involved replanting to hybrid varieties of higher density and higher value. This resulted in the replanting of 190 hectares of apple orchard at an average density of 2,717 trees per hectare. The estimated value of benefits of this development was \$5.2 million.
- The year 1995 marked the official opening of the provincial Abbotsford Agriculture Centre. Promotion of this world class centre for agricultural services drew more than 3,000 people to the event. Public and professionals alike were able to see state-of-the-art plant and animal health laboratories and meet ministry staff. By consolidating four former local offices into one, the new centre reduces costs to taxpayers and improves service delivery.
- The dairy program completed the transfer of the Dairy Herd Improvement Program to the private sector. This is a genetic improvement program in which 70% of B.C. dairy farms are enrolled. As a result, this program began operating without provincial financial assistance and became a partner in a four western province association.



1. Agriculture Industry and Rural Community Development *Continued...*

- In order to make the dairy sector on Vancouver Island more profitable and less dependent on imported grain, staff promoted local production of high-energy feeds. This resulted in an increase of silage corn from 700 hectares to 1,000 hectares, while grass and legume forage increased by 100 hectares.
- Agricultural staff worked closely with the game farming industry to establish marketing infrastructures to compete with imported products and to develop exports through use of the ministry's "BUY BC" campaign (profiled under Food Industry Development section).
- Throughout the year, communications efforts for agricultural activities resulted in greater public, media and industry awareness and feedback on ministry activities, policies, programs and future directions. These efforts included a range of news releases and supporting background information, ministerial speeches and discussion sessions with key stakeholder groups, numerous brochures, pamphlets and newsletters, and the development of extensive briefing materials summarizing stakeholder feedback.

1b. Industry Financial Support and Development

- During 1995-96, the ministry supported the following financially based programs to both stimulate sustainable development of the agri-food and fisheries sectors in British Columbia, and help the sectors become more self reliant.
- The ministry continued to work closely with the agricultural sector to establish five commodity-specific industry development trust funds and three commodity specific transition assistance funds to assist industry groups in meeting the objective of contributing to the development of a competitive, market-responsive agricultural industry.

The five trust agreements were established for the following industries:

- hog (\$800,000);
- potato (\$750,000);
- processing vegetable (\$250,000);
- sheep (\$100,000); and,
- strawberry (\$1,000,000).

The raspberry trust was the only trust not finalized.

- Three transition assistance trust funds were also established for producers of potatoes, strawberries and processed vegetables (peas, beans and corn only). The ministry was successful in encouraging these producers to establish Net Income Stabilization Accounts (NISA) to provide an adequate level of both income and industry stability.



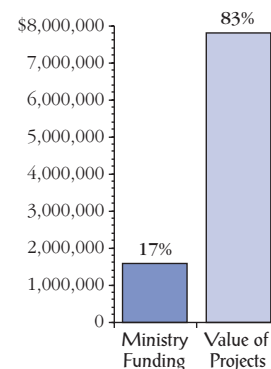


“*The value-added contribution to the provincial economy from this program was \$7.055 million and 56 employment years.*”

- The ministry also led the implementation and delivery of the new Grazing Enhancement Fund designed to offset the impacts of regional land-use plans on the agricultural community. This included providing support to the Cariboo-Chilcotin, Kootenay and Kamloops Grazing Enhancement funds through the development of program plans, administrative policy and procedures, information system development, and evaluation plans. In total \$362,000 was invested in projects, such as the fencing of Crown grazing lands, the first year.
- The ministry’s livestock feeder loan guarantee program encouraged the growing and finishing of B.C. calves and lambs within the province instead of exporting them to prairie or U.S. feed lots. On the strength of a provincial loan guarantee, associations were able to finance the purchase of feeder cattle, thereby increasing the utilization of B.C. feeds and labour. The loan guarantee program was valued at \$39 million. There were eleven associations registered under the program, with a total membership of over 800. A total of 26,327 animals were purchased in 1995/96 for \$11.6 million. The value-added contribution to the provincial economy from this program was \$7.055 million and 56 employment years.
- The ministry also played a critical role in assisting B.C.’s livestock and poultry sectors to receive a fair share (approx. \$21 million) of federal adjustment funds after the federal government eliminated the Feed Freight Assistance program.

- The Partners in Progress program, established in 1994, encourages the formation of effective and beneficial partner groups to foster competitiveness, sustainability and self-reliance in the agriculture, fisheries and food industries. Such partnerships proved to be an effective tool for industry development and resolving issues. For example, the program was instrumental in identifying diverse opportunities in the seafood sector; management plans for the sustainable harvest of green, red and purple urchins, and squid received partial funding assistance; alternate systems for hog production; treatment and handling of agricultural wastes; and new product marketing also received partial funding assistance.

In 1995/96 124 applications were received and processed. \$1.595 million in funding was paid out by the ministry towards projects that had a total value in excess of \$7 million.



Partners in Progress Funding

The program and the successful projects were promoted to increase public and industry awareness and participation in the program. During the year six media events demonstrating new projects were held. For

1. Agriculture Industry and Rural Community Development *Continued...*

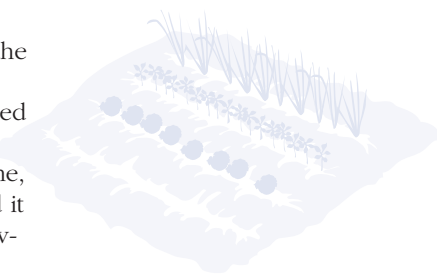
example, one event at a Labbatts Brewery demonstrated the use of a beer by-product as a nutrient feed for hogs at a hog farm using special equipment. The highly publicized project solved both environmental and economic problems for both partners.

The ministry continued to be involved in the provision of several income stabilization related programs to B.C.'s farmers. (The private sector is unable to provide such programs due to the low number of farmers and the high value of potential losses which can occur). A combination of programs that encourage farmers both to save some money for low revenue years and participate in crop insurance initiatives has proven to be the best safety net for both farmers and government.

- A joint Canada/B.C. crop insurance program was again offered to all B.C. producers to insure their production and lessen financial losses resulting from natural disasters such as drought, flood, hail and frost. There were 28 insurable commodities under seven plans: berries, forage, grain, grapes, honey, tree fruit and vegetables. For the 1995 crop year, 1,495 contracts were sold with \$79 million in coverage (the total that would have to be paid out if all crops had total losses). This resulted in the government receiving \$7.8 million in premium revenues. Weather-related losses resulted in payouts to farmers of \$1.8 million under this program.
- The Net Income Stabilization Account (NISA) program was also offered as a joint federal/provincial farm income stabilization program

which encouraged farmers to deposit money into a fund — with the amount then matched by both governments. To farmers it is added protection as money can be withdrawn in years of low farm income, i.e. due to market conditions, and it minimizes ad-hoc requests for government funds. In 1995-96 this program included all commodities in B.C. except beef and those commodities under supply management plans. A total of \$2.563 million was paid into NISA accounts by the province for the 1995 tax year.

- The ministry also participated in an 'enhanced NISA' program in which the provincial and federal governments put an additional annual deposit into the NISA account of B.C. farmers to encourage participation and increase account balances. For the 1995 tax year, the provincial payment into the 'enhanced NISA' program for B.C. farmers was an additional \$2.563 million — for a total provincial contribution of \$5.126 million.
- The Revenue Protection Plan program was offered only to grain and oilseeds producers in B.C. While crop insurance offers protection against production losses, the RPP program offered price protection for the grain and oilseeds commodities. The 1995 crop year had only 36 active contracts for this program as producers were allowed to opt-out early without penalty. Total revenues were \$1.026 million. There were no payouts during the year to farmers and excess revenues were put into a fund to reduce future premium rates. Most producers chose to opt-out due to strong grain prices over the previous years.





“*The FPPA was the most comprehensive legislation of its kind in Canada and benefited all by bringing greater certainty to farmers and keeping issues concerning farm practices out of the courts...*”

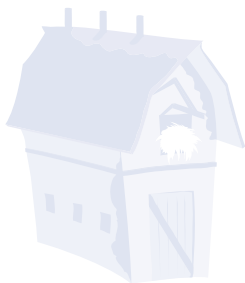
1c. Rural Community Development

Rural community development is critical to the social and economic well-being of British Columbians. Across Canada, the number of family farms has decreased over the past 20 years, but in B.C., the number has remained stable at about 19,000. The following initiatives helped to support the development of rural communities and family farms, and facilitate more self-directed strategies for growth and development within the agri-food industry.

- During 1995-96 the ministry developed the *Farm Practices Protection Act* which became effective April 1, 1996. This ‘Right to Farm’ legislation was designed to provide a dispute resolution system to address the growing number of conflicts resulting from urban encroachment on traditionally rural farmlands e.g. dust and odors drifting into new neighbourhoods. The FPPA is the most comprehensive legislation of its kind in Canada and benefited all by bringing greater certainty to farmers and keeping issues concerning farm practices out of the courts by addressing them through consultation with ministry and industry professionals.
- To prepare the industry and public for the Act’s proclamation in April 1996, the ministry launched an extensive communications campaign which included media relations, advertising, publishing public information materials and establishing a database for future information updates. The ministry also promoted the new legislation at various trade shows and seminars,

including booths at the 1995 Union of B.C. Municipalities annual convention in Vancouver and the Royal B.C. Museum “Food For Thought” display.

- The ministry continued to honour B.C. families whose farms or ranches had been in operation for 100 years or more through the Century Farm and Ranch Award Program. In 1995-96 four farm families were each presented with a commemorative farm/ranch gate sign and certificate signed by the Minister to recognize their efforts in supporting rural development and the provincial economy. These efforts were also promoted to local community media.
- Direct farm marketing (roadside/farmgate products and services) provides B.C. growers with enhanced and diversified marketing opportunities to improve profits. The Pacific Northwest Direct Farm Marketing Conference was held in Harrison, B.C. in February with over 600 delegates. Three direct farm marketing associations were established with over 200 members accounting for \$15 million in gross sales. A supporting newsletter was launched in 1995.
- A two-day major livestock conference focusing on diversification and value-added enterprises was held in the Peace region, and organized by the local planning society in cooperation with the Peace River Cattlemen and ministry staff.
- A one-day seminar on alternative agricultural opportunities was held in the West Kootenays as a way of strengthening small communities impacted by land use planning decisions.



1. Agriculture Industry and Rural Community Development *Continued...*

- The Peace River Agricultural Strategic Planning Initiative provided support for the research, promotion, and development of several value-added ventures such as a butcher shop, rhea hen operation, farm business record keeping service, grass pasture, herbs and spices, and certified organic elite seed potatoes. These activities developed a community sense of opportunities and responsibility in future development.
- At least 12 agricultural community groups were actively involved in the promotion of local agricultural economies. The main centres included Courtenay, Vernon, Kelowna, Quesnel and Abbotsford. The Greater Vancouver Regional District also held its annual farm open house day in October 1995. This increased the awareness of agriculture and its importance to the economy and wider urban community.
- Approximately 25 industry commodity groups were involved with high profile promotional projects such as the Okanagan Wine Festival and Abbotsford Berry Festival.
- Ministry staff across the province helped prepare for, and were involved in 15 anticipated treaty negotiations with First Nations groups. The ministry initiated baseline agriculture profile and land use information for the Gitksan Wet'suwet'en Claim Region in support of range interests in treaty negotiations.
- The ministry supported the Saanich Peninsula Agricultural Strategy on Vancouver Island by working closely with local government and industry representatives to help lead the development of a strategy for the sustainability of agriculture on the Saanich Peninsula.

1d. Human Resource Development

The agri-food industry continued to develop a vibrant workforce to maintain B.C.'s position as a centre for advanced agricultural practices, as well as embrace the challenges and opportunities provided in the global marketplace. In support of this direction, the ministry provided the following programs and assistance:

- The Canada/B.C. Farm Business Management Program enhanced the knowledge and skills of farmers and ranchers by providing workshops and seminars in business planning, financial management, enterprise analysis, computerized business planning and marketing. A total of 75 workshops and seminars were held with a total attendance of 1,641.
- The ministry provided short courses, seminars and workshops to assist almost 5,000 attendees from the agricultural sector with adaptation to global trade pressure, policy reforms, and new environmental regulations.
- Information was provided to farmers and agri-business to improve decision-making and increase profits. More than 50 new/revised publications, newsletters and factsheets were developed and distributed. An Internet web site, 'BCAGWEB,' was developed (<http://www.agf.gov.bc.ca>) and a pilot project to distribute information electronically was implemented. Two electronic bulletin boards became operational with more than 1,000 people subscribing. An on-line discussion group for ginseng, developed in partnership with in-

“*The ministry provided short courses, seminars and workshops to assist almost 5,000 attendees from the agricultural sector...*”



“Special initiatives were developed to assist First Nations farmers to gain self-sufficiency and self-determination.”

dustry and a local college, began serving more than 1,300 subscribers.

- The Youth Development Program developed leadership skills for rural youth and adult volunteers. In addition to regular 4-H club and regional activities, the program provided educational materials, conferences, exchanges and achievement days. The program had 3,535 members with 978 volunteer leaders. A new program designed to improve safety on the farm was developed. In partnership with the Farm and Ranch Safety and Health Agency and the Canadian Farm Safety Program, a Farm Safety Awareness initiative was developed and delivered in B.C.
- An impact analysis of the *Employment Standards Act*, in terms of the farm sector, was carried out and resulted in changes to ESA regulations and retaining of 'Piece Rates.' Ministry staff participated in the study of Minimum Government Approved Piece Rates, as well as the subsequent public consultations on the draft and final reports and recommendations for setting of the 1996 piece rates in B.C.
- Special initiatives were developed to assist First Nations farmers to gain self-sufficiency and self-determination. Seven courses in farm business management were delivered to 62 First Nations farmers. Local native facilitators and trainers were developed to provide ongoing support to First Nations farmers.
- Seminars were developed and held for Indo-Canadian farmers to improve environmental sustainability, productivity, financial management skills and improve labour management capability. Courses and information included a blueberry pruning video in Punjabi, five courses in financial management to 61 Indo-Canadian growers, pesticide application training to 40 Punjabi growers, and factsheets on topics such as changes to the *Employment Standards Act* were published in both English and Punjabi.



2. Fish Industry and Coastal Community Development

British Columbia's commercial fishing industry encountered a series of difficult challenges over the course of the year. Important sockeye salmon runs entered the low point of their natural abundance cycle, the Canada/U.S. Pacific Salmon Treaty remained at an impasse over conservation and harvest sharing arrangements and residents of coastal communities that depend on fishing grew concerned about the long-term implications of the many changes affecting the industry. An ongoing challenge facing the ministry itself was the lack of provincial jurisdiction over the resource and fisheries fleet which is managed by the federal government. B.C.'s interests in the industry continued to outweigh its jurisdiction, although advances were made on several fronts.

Building on the report of the Fish Processing Strategic Task Force, the ministry embarked upon a series of initiatives designed to respond to the immediate challenges facing fishing communities while at the same time focusing on the long-term sustainability of the fisheries resource, fisheries-based employment and fishing communities. The ministry worked with the fishing industry to add value to existing fisheries, explore new opportunities in harvesting and to improve working relationships within the industry. The ministry was also active in defending the interests of the B.C. fishery at the national and international levels.

Diversification initiatives in particular were seen to enhance opportunities for economic development, reduce dependency on mature markets, and promote new species and product development to access new and expanding domestic and global markets.

“B.C.'s interests in the industry continued to outweigh its jurisdiction, although advances were made on several fronts.”





2a. Seafood Industry Development

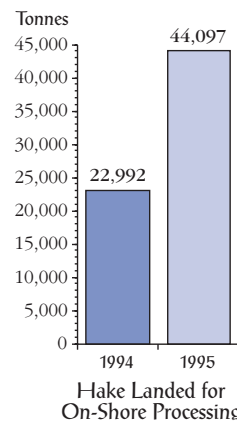
“The public signing of this MOU in December 1995 marked a turning point in provincial influence over fisheries management.”

- A seafood industry diversification Memorandum of Understanding was signed with the Department of Fisheries and Oceans, under which four new pilot fisheries were to be established: Neon Flying Squid, Tanner Crab, Venus Clam, and Mackerel. The neon flying squid component of this agreement alone laid the groundwork for a multi-million dollar offshore fishery that was expected to take place during the summer of 1996.
- The public signing of this MOU in December 1995 marked a turning point in provincial influence over fisheries management. Promotion of the significance of the event brought together industry members, news media, federal and provincial officials to witness the signing of the MOU by the federal and provincial ministers. Resulting coverage of the official signing ceremony was extensive and attracted broad interest from fishers seeking information about the long-term opportunities created by the agreement.
- Further diversification was achieved as the ministry assisted industry by issuing aquaculture licences for four new species: black cod; sea urchin, sea cucumber and geoduck. Total new value to the aquaculture industry has the potential to exceed \$200 million within 10 years.
- The Partners in Progress program allowed the seafood industry to initiate a wide variety of projects — ranging from the development of high-tech marketing technology



that puts the catch on-line at sea, to the prototype development of new fisheries such as spot prawn culture, purple urchin fishery and a Venus clam fishery. The program was promoted to the public and industry to raise awareness and participation, e.g. prime time news coverage of an event at a prominent Vancouver hotel featured the new seafood products being made available to the public through Partners in Progress projects.

- The ministry assisted in securing on-shore fish processing for the industry through the negotiation of a sewer and water supply infrastructure agreement with joint federal-provincial funding for the village of Ucluelet. As a result, significant investment opportunities were opened up (e.g. surimi processing). In 1995, the amount of hake landed for domestic on-shore processing nearly doubled from 22,992 to 44,097 tonnes, although B.C.'s 1995 allocation of Pacific Hake was reduced to 70,000 tonnes. On-shore processing has employed over 250 persons. Previously, all hake was delivered at sea to foreign processor ships.



2. Fish Industry and Coastal Community Development *Continued...*

- The ministry continued to address the recommendations of the Fish Processing Strategic Task Force resulting in:
 - the creation of an industry-led committee exploring the feasibility of establishing a Sectoral Council;
 - cooperation between the United Fishermen and Allied Workers Union and the Fish Processors Bargaining Association and their achievement of a three-year agreement on the price of salmon and the development of a price-setting mechanism; and
 - legislative recommendations regarding amendments to the price dispute resolution mechanism of Section 21 of the *Fisheries Act*.
- Through activities in 1995-96 the province became recognized as a partner with the federal government in negotiations relating to the Pacific Salmon Treaty (PST). This included the Minister's trip to attend the U.N. General Assembly, a Minister and stakeholders' trip to Juneau, Alaska, and the issuing of a provincial supplementary brief to the Canadian submission on the PST to New Zealand diplomat Christopher Beeby (the mediator appointed by Canada and the United States to resolve the 'equity' dispute between the two countries on the PST).
- The ministry produced a four-page 'Backgrounder on B.C. Salmon' that proved to be an important tool in the province's effort to address inequities in the Canada/U.S. Pacific Salmon Treaty. The document was widely distributed to delegates attending a United Nations forum on fisheries conservation in August 1995, and to Alaskan fisheries interests during the Minister/stakeholder mission to Juneau. Together with countless media interviews, B.C.'s position on the salmon treaty impasse was firmly established and highlighted the province's leadership effort to resolve the salmon treaty issue.
- Action was taken on the concept of 'Provincial Fisheries Renewal' which was intended to identify provincial fisheries concerns, options and priorities in managing west coast fisheries (this effort later resulted in creation of a Fisheries Secretariat in the summer of 1996).
- The provincial 'Principles to Guide Federal Commercial Salmon Fleet Reforms' were developed and forwarded to the federal government in November, 1995. The principles formed the basis of B.C.'s position on the federal salmon fleet reform process (Pacific Policy Roundtable). The federal roundtable process was closely monitored, meetings attended, and strategic advice provided to senior provincial staff. The province was able to critique the federal government's Pacific Salmon Revitalization Strategy, known as the 'Mifflin Plan' announced March 29, 1996, against these principles.
- Media relations support played a critical role in the province's involvement in the high profile debate over the future of the commercial salmon fleet, its rationalization and the impact on coastal communities. As a result, the province was acknowledged to be a catalyst in focusing attention on the impact of fleet reduction on non-urban regions of the province.

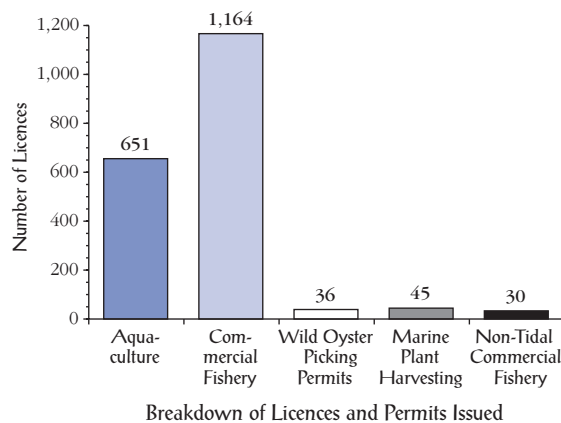
“The province was able to critique the federal government's Pacific Salmon Revitalization Strategy, known as the 'Mifflin Plan' announced March 29, 1996, against these principles.”





“As well, more than 400 aquaculture and commercial fisheries facilities, fish buying stations, harvesting and growing operations were inspected...”

- Significant research and communications support were provided to the Minister at the 1995 Fisheries Ministers Conference in Prince Edward Island where the province clearly established its right to be included in the federal Groundfish Fleet Reform process, and provided input in the development of fisheries management plans.
- A Regional Fish Farm Review Committee was created in 1995 as a result of the Environmental Assessment Review of fish farming. The committee's mandate was to review and recommend approval or rejection of B.C. land tenure amendments, and amendments to the ministry's commercial aquaculture licences. The committee reviewed and adjudicated about 30 new and amended finfish development plans, and the rezoning of three new finfish sites.
- The ministry issued 651 Aquaculture Licences, 1164 Commercial Fishery Licences, 36 Wild Oyster Picking Permits, 45 Marine Plant Harvesting Licences and 30 Non-tidal Commercial Fishery Licences.
- A process was developed to auction shellfish tenures so as to provide all British Columbians with an equal opportunity to acquire shellfish growing areas. A successful auction was held, and increased the growing area available for shellfish production by up to 3%.
- The ministry increased inspection and enforcement services for seafood production through new strategies and methods for field work. More than 200 field visits were conducted to shellfish and finfish farms to assist in operational compliance with development plans and appropriate production levels and biophysical and health factors. As well, more than 400 aquaculture and commercial fisheries facilities, fish buying stations, harvesting and growing operations were inspected. Thirty violations of various natures were issued.

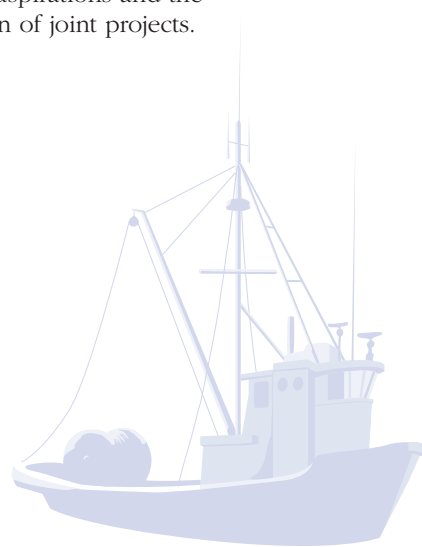


2. Fish Industry and Coastal Community Development *Continued...*

2b. Human Resource Issues

- The ministry provided economic analysis of the 1995 salmon season and assisted the Provincial Job Protection Commissioner to write his November 1995 report on the need for financial assistance for displaced fisheries workers. This resulted in \$4 million from Human Resource Development Canada for short-term projects that provided fishers and shoreworkers with the required number of weeks to become eligible for employment benefits.
- In 1995-96 a series of industry information pieces were developed to provide further understanding of: fisheries issues and channels available for ensuring stakeholder concerns are addressed; sustainable fisheries practices; opportunities for diversification; fisheries statistics; and, new or proposed policies and practices. The ministry also sponsored and provided technical workshops and seminars in support of industry management and development.
- Generations of B.C. fishing families were recognized at the November 1995 presentation of the ministry's Centennial Fishing Awards for families and companies involved in commercial fishing for one hundred years or more. In total, 12 families, two companies and one museum received commemorative plaques from the Minister before a crowd of 150 people gathered at the historic Britannia Heritage Shipyards in Steveston. The ministry promoted and co-ordinated the presentation event, and produced biographies of the centennial award recipients.
- Ministry staff supported the Provincial Treaty Team with analytical expertise during public consultations concerning fisheries resources. This culminated in the completion of the Agreement-in-Principle with the Nisga'a First Nation. The ministry also participated in Sechelt and Ditidaht treaty negotiations.
- The ministry worked towards and achieved resolution of the outstanding issue of aquaculture licences on lakes in the Upper Nicola Band territory, and resolved several salmon farming concerns in Clayoquot Sound.
- A key role was played by the ministry in developing an interministry approach to policy development, conflict resolution, and resource applications involving First Nations fisheries issues.
- Enhanced working relationships were established between First Nations and the ministry by acquainting ministry staff and client groups with First Nations cultures, concerns and aspirations and the implementation of joint projects.

“This culminated in the completion of the Agreement-in-Principle with the Nisga'a First Nation.”





2c. Coastal Community Development

“ In 1995, the landed (farmgate) value of the salmon farming industry was \$170 million — for the first time ever surpassing the landed value of the wild commercial salmon fishery. ”

Many coastal community's economies continued to be based solely on the fisheries resource. Throughout the year a special team worked with coastal communities to develop opportunities for economic development and diversification, and to ensure sustainability of seafood production.

- As a result of a resolution made at the 1994 Conference of Coastal Communities, the Port Hardy Marine Resource Management Society was instructed to assist in the formation of the Coastal Communities Network — a coalition of coastal communities, Tribal Councils and Regional District governments. The ministry supported the society in the staging of the Coastal Community Network conference in June, 1995 and eight subsequent regional forums focusing on local fishery development opportunities and issues.
- Coastal communities and related organizations continued to emerge as important players in fisheries-related issues. Ministry-led communications frequently highlighted the importance of the fishing industry. It elevated the profile of more than 100 towns and villages along the coast that rely on fisheries for their economic, social and cultural well-being. Minister's tours of fishing communities were well-publicized and created awareness about the difficulties faced by fishing families and their communities.
- In 1995, the landed (farmgate) value of the salmon farming industry was \$170 million — for the first

time ever surpassing the landed value of the wild commercial salmon fishery. With no new salmon farming tenures issued in 1995, existing sites had to be more productive than in the past.

Although new fish husbandry methods, new feed compositions and new citing criteria have improved production and reduced mortalities, concerns about the environmental impacts of the industry continued to persist. These concerns became the subject of an Environmental Review Process which continued throughout the year (See *Section 5 'Natural Resource Stewardship'*).

- The ministry designed and launched the corporate Salmon Farming Action plan — to assist the salmon farming industry to remain environmentally responsible and still achieve high successes in global and domestic markets and coastal communities. The plan required clear, concise communication of its content and purpose to the news media, stakeholders and the general public on an ongoing basis throughout the year.
- To prevent closure of most of the B.C. coast to shellfish harvesting (e.g. clams, oysters) due to shortfalls in the federal government's Department of Fisheries (DFO) program funding for the Marine Toxin Monitoring Program, the ministry participated with industry and coastal community members and DFO to develop a cost-shared mussel sampling program beginning in 1996. This initiative resulted in preventing further closures of growing areas and the reopening of two existing coastal growing areas which had been closed.



3. Food Industry Development

A key challenge that continued to face the food industry (the industry that is generally responsible for processing and marketing products from the agricultural and fisheries sectors to the consumer), was adapting to ever changing market opportunities and globalized competition.

Ministry activities during the year centred on facilitating integrated, market-focused industry development strategies and developing responsive government policies that enhanced sector competitiveness and increased industry investment in market development, new products, improved technologies and skills enhancement. A comprehensive 'gate to plate' competitiveness approach was taken that built consensus around change, assisted clients in moving towards market orientation and strengthened strategic alliances in the industry.

The main recipients of this support were food industry associations, councils, boards, cooperatives and individual processing firms. Other beneficiaries of services included potential investors, community stakeholders and firms providing services to the food industry.

3a. BUY BC Program "The Best Things in Life are BC"

The five-year, \$9.5 million BUY BC program continued to assist the agri-food sector by increasing awareness and preference for B.C. food and beverage products. The program had four components in the 1995-96 campaign:

1. an umbrella consumer awareness program which established a unifying identity for B.C. food products and aimed at increasing their usage throughout the entire food chain;
2. a logo licensing and merchandising program identified B.C. food products at store level;
3. a partnership program in which government provided cost-shared funding of up to 50 percent with industry for specific market development projects which were

“A comprehensive 'gate to plate' competitiveness approach was taken that built consensus around change...”





“Promotion of B.C. Food and Beverage Month was the single largest promotional event ever undertaken to acknowledge the importance of B.C. food and beverage products to the province.”

generic, industry-wide, and contributed to program objectives; and,

4. an evaluation component that measured the success of the program.

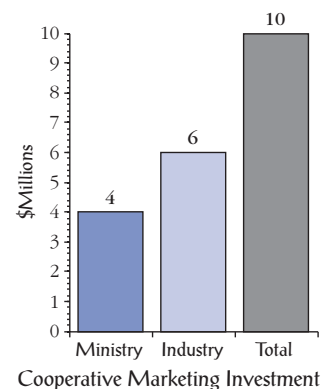
BUY BC Activities during 1995/96 included:

- developing and implementing a comprehensive communications program, including the first annual B.C. Food and Beverage Month in September 1995;
- securing support from all major retailer/food service distributors for B.C. Food and Beverage Month;
- developing point-of-sale material for retail and food service market development;
- providing information and market development counseling to partnership client groups;
- continuing to build participation of key food service associations and distributors through regularly scheduled meetings, seminars and trade shows;
- contracting and working with a merchandising firm to identify B.C. products at retail stores throughout the province; and,
- using program evaluation results to improve approaches for increasing awareness of BC products.

Promotion of B.C. Food and Beverage Month was the single largest promotional event ever undertaken to acknowledge the importance of B.C. food and beverage products to the province. It provided a focal point for the entire food and beverage sector to promote the purchase of B.C. products by consumers.

The campaign secured media support which resulted in free coverage of the BUY BC campaign — with more than 3.35 million consumer exposures to advertisements via TV, radio and print. As well, during September alone, the retail print media (e.g. retailers’ flyers) generated an additional 6.6 million unpaid consumer exposures to the BC Product and BC Grown logos — resulting in the purchases of more B.C. food and beverage products during the month as compared to the previous year.

Government cost sharing funding for the BUY BC campaign was more than matched by industry. Since the program began in 1993/94, through to the end of 1995/96, a total of 123 cost-shared projects had been launched representing \$4 million in government funding. This generated an additional \$6 million in industry market development investment for a total of \$10 million in cooperative marketing activity.



Continued evaluation of the program through the more than 600 industry participants showed that awareness of the B.C. brand grew as more and more consumers across the province recognized the BC product logo. More

3. Food Industry Development *Continued...*

than 4,500 BC products had been identified as such at retail grocery and Liquor Distribution Branch (LDB) stores (e.g. wine and beer outlets). As well, the commercial wineries and the province's 220 liquor stores experienced increased sales in B.C. wines, spirits, micro-beers and refreshment beverages as a result of BUY BC promotions.

Evaluations showed eighty-eight percent of consumers said they would very likely choose a B.C. food product if price and quality were relatively equal. Eighty percent of respondents tested indicated that they wanted to see B.C. food products more clearly identified and promoted in retail stores and restaurants. BUY BC continued to raise consumer awareness of the availability and diversity of local food and beverage products.

3b. Defining Markets & Industry Development

In addition to building preference for B.C. products, a major focus of the ministry during the year was providing market and industry intelligence and information to the food industry.

- The ministry monitored, analyzed and communicated key market and industry information so that industry and government could proactively respond to market changes and opportunities. A B.C. food industry database was developed listing firms, key associations, contacts, products and markets served. The gathering and processing of market intelligence and information assisted industry groups and individual firms to develop competitive marketing strategies.
- The ministry also provided consensus building services and professional guidance to 22 industry organizations — establishing strategic alliances, as well as developing and implementing effective marketing and business development strategies. Ministry staff counseled organizations on availability and effective use of industry and market development services and programs in both private and public sectors resulting in:
 - the completion of a strategic plan for the B.C. grape and wine industry and formation of an implementation committee;
 - the establishment of the Shellfish 2000 Industry Development Work Plan with commitments from industry and government agencies; and,
 - record-setting success of B.C. firms at the Canadian Produce Marketing Exposition.

“The ministry also provided professional guidance and consensus building services to 22 industry organizations...”





“*The trade rights of B.C.’s agri-food industry were championed by the ministry in extensive discussions with the federal government.*”

- The ‘Opportunities for Ethnic Food Manufacturing in B.C.’ initiative was implemented in partnership with the B.C. Food Technologists and Packaging Association of B.C. to increase industry awareness and ability to adopt improved technologies. Activities included technology missions, seminars, workshops and counseling services. One technology mission to Japan and Korea resulted in four firms adopting new technology, packaging and ingredients. More than 50 business and technical experts traveled to the “Technologies for World Markets” mission to California, with over 400 participants attending the series of workshops and seminars.
- The ministry helped lead the establishment of the Canada — B.C. Agri-Food Marketing Centre as a joint initiative of the ministry, Agriculture and Agri-Food Canada and the Vancouver International Trade Centre of Industry Canada. This initiative provided a ‘single window’ of access for industry in delivering market and industry development programs, and provided improved access of the B.C. firms to international market development programs and services.
- Ministry activities for developing the B.C. organic industry were in partnership with the Certified Organic Association of British Columbia, and included preparation of an industry strategic plan and secondment of a ministry staff member to the association to assist in its implementation. The ministry also undertook policy analysis and made recommendations to the federal government for a more responsive regulatory and policy environment.



3c. Industry Trade Competitiveness

During the year preparations were made to host the July 1996 National Conference of Federal/Provincial Agriculture Ministers in Victoria. The ministry promoted the event and chaired the federal/provincial working group on reducing internal and international barriers to trade of food commodities.

In anticipation of even greater participation by B.C. agri-food companies in the global marketplace, the ministry devoted considerable resources towards defining challenges and opportunities, and explaining international trade rules and practices to B.C. industry. This included developing a ‘Global Trade Analysis Policy Model for B.C.’ and preparing and distributing more than 1,000 copies of a publication entitled ‘The World Trade Organization and British Columbia’s Agriculture, Fisheries and Food Industries.’

The trade rights of B.C.’s agri-food industry were championed by the ministry in extensive discussions with the federal government. This resulted in initiating or increasing action by the federal government on international trade issues of particular concern to B.C. industry. The major issues addressed in 1995-96 involved: fresh and frozen salmon products (Australia); apples (Philippines); dairy, poultry and eggs (U.S.); and wheat (European Union, China, U.S.).

4. Food Quality and Safety Management

Consumers demand high quality, safe food with more variety than ever before, while public interest groups require that this food be produced with assured animal welfare and minimal environmental impact. Producers and processors must also be able to react quickly to any health or safety issues to maintain their place in the global market.

During 1995-96 the ongoing need to develop and refine management systems to maintain animal and plant health for safe, high quality consumer products was further addressed through the following initiatives:

- The Ministry's Animal Health Centre (AHC) in Abbotsford monitors and controls livestock, poultry and other production animal diseases in B.C. In 1995, the diagnostic laboratory received 5,046 submissions. The major diseases identified include: *Mycoplasma gallisepticum* in turkeys, *Neospora* species protozoal abortion in dairy cattle, and Bovine Virus Diarrhea (BVD) infection, a very costly disease, in beef and dairy cattle.

- These diseases could have cost producers millions of dollars in financial losses. For example: *Mycoplasma gallisepticum* could have caused losses of \$4.3 million to the \$25 million turkey industry. This disease was eradicated because of swift action by both the ministry and the industry.
- The AHC developed and tested new techniques such as the Polymerase Chain Reaction, ELISA (Enzyme-Linked-Immunosorbent-Assay) and tissue culture for the identification of fish diseases — which is the number one problem facing the \$170 million salmon farming industry.

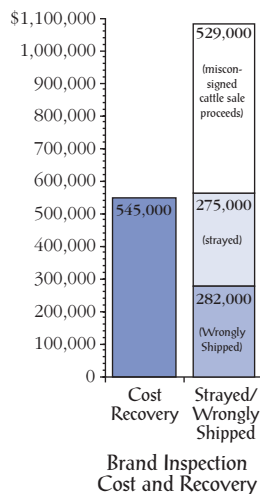
“ These diseases could have cost farmers millions of dollars in financial losses. ”





“ A grant of \$125,000 was provided to help the industry work toward import replacement given that over 80% of the \$1 million of organic product retailed in B.C. is imported. ”

- Animals worth \$8 million (412,715 cattle and 5,722 horses) were brand inspected for ownership. As a result, misconsigned cattle sale proceeds of \$529,000 were re-directed to the rightful recipients; wrongly shipped cattle worth \$282,000 and strayed cattle worth \$275,000 were returned to their owners. Cost recovery was \$545,329.



- The Plant Diagnostic Laboratory diagnosed a total of 1,287 plant samples for pests and diseases. Four new diseases with serious crop loss potential and five new diseases of moderate or unknown crop loss potential were identified.

Dairy program staff provided leadership towards the development of the National Dairy Code. The code will

provide the standard necessary for interprovincial and international trade in dairy products. This is the first of several codes to be developed under a national food inspection system.

A ministry manager was seconded to help the Certified Organic Associations of British Columbia develop the province's organic industry to meet consumer demand for quality British Columbia organic products. The Association administers the *Food Choice and Disclosure Act* Organic Production Regulation which helps consumers locate the quality organic products they seek. A grant of \$125,000 was provided to help the industry work toward import replacement given that over 80% of the \$1 million of organic product retailed in B.C. is imported.



This ministry and the Ministry of Health worked with other provinces and the federal government to establish a plan for a revamped and more efficient Canadian Food Inspection System which will maintain a high level of food safety and quality.

5. Natural Resource Stewardship

Natural resource stewardship continued to influence activities and practices throughout the agriculture, fisheries and food sectors during 1995-96.

With a higher degree of scientific, industry and public knowledge of the issues than ever before, ministry programs focused on promoting widespread use of identified 'best management practices.' These practices, implemented in close cooperation with specific industry sectors, were designed to improve soil, water, and air quality, as well as industry productivity over the long term.

5a. Agriculture and Food Industry Related Initiatives

Integrated Pest Management is the management of pest populations below levels that cause economic damage, by using a balance of cultural, biological, genetic, chemical or other control methods. British Columbia became a world leader in the development and use of IPM for protection of agricultural crops from harmful insects, mites, diseases, weeds and other pests.

British Columbia again led Canada in the implementation of biological control of weeds. During the year, ministry staff assisted in the release of more than 20,000 biological control agents (e.g. bugs eating weeds) in 84 weed-infested locations across B.C. This eliminated the need to use herbicides for weed control in many locations.

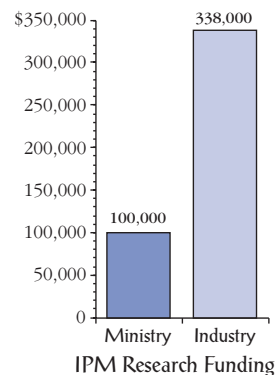
“British Columbia became a world leader in the development and use of IPM for protection of agricultural crops from harmful insects, mites, diseases, weeds and other pests.”





“To protect tree fruits, sterile insects were released in Okanagan and Kootenay orchards to eradicate the codling moth and eventually eliminate the need for insecticides.”

A special budget of \$100,000 for promotion of IPM funded 14 applied research projects. This generated \$338,000 of additional industry contributions. These projects increased adoption of IPM with judicious use of pesticides for optimal results and minimal environmental disruption.



The British Columbia greenhouse industry now controls 95% of pests with biological means in the context of IPM. The greenhouse vegetable industry in particular now uses biological control for most insect and mite pests of cucumbers, tomatoes, lettuce and sweet peppers. The use of insecticides and miticides has been greatly reduced. Eleven biological control products are now commercially used in producing food crops.

Some of the major achievements in IPM development and implementation during the 1995-96 year were:

- The Plant Diagnostic Laboratory provided diagnosis and control recommendations on 1,280 submissions from commercial agriculture. Recommendations are all based on IPM techniques and accurate diagnosis ensures that the best control

measures are taken. Also, in 1995-96 there were six private industry IPM consultants who monitored an estimated 3,374 hectares of crops and made specific control recommendations. IPM is practised in a less formal manner on many other farms.

- To protect tree fruits, sterile insects were released in Okanagan and Kootenay orchards to eradicate the codling moth and eventually eliminate the need for insecticides. This was done in close cooperation with the Okanagan Valley Tree Fruit Authority and local governments. To protect against fruit tree leaf-roller pests and apple scab disease, an improved IPM strategy for apple growers and pest management consultants was developed during the year.
- Biological control of cabbage looper on greenhouse pepper, cucumber and tomato crops was achieved through the use of parasitic wasps that attack the eggs of the pest. Research continued toward development of an IPM strategy for caterpillar control in raspberry crops by means of such parasitic wasps. Fewer caterpillar pests were reported in fields where these biological control agents had been released.
- Significant reductions of black vine weevil in strawberry fields was demonstrated by the use of a biological control treatment. This was an alternative to wide-spectrum pesticides which provide only partial control of black vine weevil and are harmful to beneficial insects.



5. Natural Resource Stewardship *Continued...*

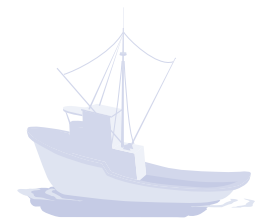
- In 1995-96, the pathogen causing fruit rot in blueberries was identified and an IPM plan was developed to minimize losses due to this disease.
- The type and management of a cover crop affects biological control of insects in IPM of blueberry, raspberry and strawberry crops. Results of a demonstration project showed that barley was the best cover crop for increasing the presence of beneficial insects.
- In collaboration with the B.C. Bee Breeders Association, the Apiculture Program developed a stock of honeybees with improved resistance to tracheal mites — a type of parasite that can destroy entire colonies. This stock has good productivity and overwintering ability, and became commercially available. Ministry staff also refined techniques for use of formic acid as a low-toxicity, softer and more reliable product to control varroa mites of honeybees. This is a more environmentally friendly alternative to the standard chemical treatment.
- The ministry developed GPS/GIS technology for monitoring and mapping releases of biological agents for noxious weed control. By year end, 54 bio-agents had been distributed to 3,000 sites. Such technology assisted in: controlling blackheaded fireworm in cranberry crops; estimating the potential risk of wireworm damage in potato crops; mapping such damage and reducing reliance on granular pesticides; and, developing a database for crop rotations and pest infestations of vegetable production fields.

5b. Fisheries Related Stewardship Initiatives

The following environmental stewardship and sustainability concerns involving activities in the fisheries sector were also focused on by the ministry throughout the year:

- Ministry staff were instrumental in developing the Terms of Reference for the Environmental Assessment Review of salmon farming. This independent review, to be carried out by the Environmental Assessment Office, was initiated in response to the need to resolve outstanding environmental impact issues concerning salmon farming, and in order to bring a greater degree of certainty to questions involving future industry and coastal community investment and development. A moratorium on the approval of new salmon farm tenures was applied until the completion of the review.
- The ministry continued to work with the federal government and industry to develop all-female, and all-female triploid Atlantic salmon. The production of such stocks would completely eliminate any natural propagation of Atlantic salmon in B.C. waters — thereby reducing the threat of Atlantic salmon establishing self-sustaining populations in B.C. waters.
- Ministry staff designed and implemented a model to monitor disease occurrences in the aquaculture industry and initiated a health management plan for diseases of concern.

“The production of such stocks would completely eliminate any natural propagation of Atlantic salmon in B.C. waters...”





“*The ‘Nordmore Grid’ technology was transferred to industry, and resulted in fifty percent of the active shrimp trawl fleet adopting the technology and dramatically reducing bycatch.*”

- Assistance was provided to the shellfish industry, other government agencies and community members to design and implement a model community water stewardship program to improve degraded shellfish-growing water quality in Baynes Sound. The program significantly increased awareness regarding the community role in water stewardship. Issues such as harmful sewage disposal, through either improper storm water piping connections or faulty septic systems, were identified and corrected. As well, an overall management plan was implemented that resulted in shellfish harvesters being allowed to continue operations in the Sound on a more regular basis.
- The ministry was involved in technology transfer and development intended to assist the fish processing, capture fisheries and culture-based fisheries to remain environmentally responsible and maintain or enhance their competitive successes in global and domestic markets. The ‘Nordmore Grid’ technology was transferred to industry, and resulted in fifty percent of the active shrimp trawl fleet adopting the technology and dramatically reducing bycatch.
- The Skeena Watershed Committee received ministry support for developing a commercial fishing plan and conservation strategy for the Skeena watershed. The plan was designed to assist in the enhancement of mixed stock and sectoral allocation processes to enable successful, and sustainable capture-based fisheries. The ministry also funded and coordinated the Skeena Fishery Resource Technical Program to provide on-board harvest monitoring during the Sockeye seine fishery on the Skeena River.
- The ministry developed aquaculture resource targets for the Vancouver Island Land Use Plan and contributed information on seafood sector impacts and recommendations regarding the protected area proposal for the Vancouver, Central Coast and Prince Rupert Inter-Agency Management Committee (IAMC) regions.



Administrative Review

Although not specifically connected to a ministry program or strategic priority, the following administrative functions were critical to efficient and effective operation of the ministry and delivery of its programs:

Business Planning and Review Branch

As increasing demands are placed on fewer and fewer government resources, better and more measurable accountability has become paramount. The ministry continued with annual business and human resource planning for 1995-96. This produced 23 branch and three divisional plans — all linked to the ministry's five-year strategic plan entitled 'Strategic Plan to the Year 2000.' These were all relevant, timely and verifiable plans which allowed better use of ministry resources and effective delivery of relevant programs to the ministry's client base.

To ensure the planning effort was implemented at a staff level and within programs, 'Effectiveness Reporting/Performance Management' workshops were held throughout the ministry during the year. More than 150 staff, representing 15 major ministry programs, were made familiar with the attributes of effective operational planning and how to incorporate it into their personal performance plans as a measurable result of their own efforts.

Further detail and specific planning documents may be obtained by contacting the ministry's Business Planning and Review Branch.

Information and Privacy Unit

The unit provided the public with a centralized service for processing requests for information under the *Freedom of Information and Protection of Privacy Act* (FOI). This centralized service significantly simplified the means of accessing such information.

The unit also assisted the public through the establishment of policies and procedures within the ministry itself in order to protect the personal information of the public held in ministry data holdings.

During 1995 a total of 75 FOI requests were processed. This included requests from individuals, political parties, business, special interest groups, and media on items such as Treasury Board submissions, minutes of meetings, internal staff correspondence, electronic mail messages, etc.

“This produced 23 branch and three divisional plans — all linked to the ministry's five-year strategic plan...”

“...all facilitating the development of a workforce which is sensitive to and reflective of the diversity found in British Columbia.”

Personnel Branch/ Employment Equity

The Personnel Branch continued to support the delivery of the ministry's five strategic priorities through the provision of leadership and advice in recruitment and selection, organization and classification, training and development, labour relations and occupational health and safety. Additionally the branch participated in a number of government-wide initiatives including the Corporate Human Resources and Payroll System, Gender Neutral Plan, Harassment Awareness Training and Management Job Evaluation Plan.

Employment equity initiatives included on-going outreach activities, the continued identification and removal of systematic barriers, the delivery of 'Valuing Diversity,' all facilitating the development of a workforce which is sensitive to and reflective of the diversity found in British Columbia.

Information Systems

The ministry embarked on the implementation of its Strategic Systems Plan, which was intended to improve the efficiency of the ministry's operations, and assist in delivering information and data to agri-food stakeholders. Initiatives undertaken during 1995-96 included:

- transferring 50 per cent of ministry computer operations from the expensive mainframe based environment to a networked PC (personal computer) platform;
- building a ministry Internet Site, and beginning to load it with key ministry information and data in a structured and user-friendly manner for access by the public;
- delivering computer systems support for the ministry's new *Farm Practices Protection (Right to farm) Act* by making 'normal farm practices' information available, and to track concerns and complaints from the public to ensure they are effectively reviewed and processed; and,
- implementing a new computer system support initiative for the Crop Insurance program, which will support underwriting, claims and administrative functions.

Administration and Finance Branch

The branch provided the ministry with a sound administrative foundation in support of programs for which the ministry was directly responsible. This included providing ministry executive members with advice and support, as well as all accounting, budget planning and management, and facilities support functions.

The following major achievements were led by the branch during the year:

- completion of the new Abbotsford Agricultural Centre in conjunction with local program directors. The project was on time and on budget;
- design and implementation of a ministry-wide archival file management system;
- participated in both the development and delivery of the new government-wide payroll/leave management system;
- began a comprehensive review of the ministry's administration and finance functions in order to identify potential further efficiencies that could be realized; and,
- successfully met all Treasury Board/central government budget control and management directives.

“
...completion of
the new
Abbotsford Agri-
cultural Centre...”

Revenue 1995-96

Actual to March 31, 1996

(\$)

Sales and Service Fees:

Sale of Publications	6,636
Seminars and Workshops	1,869
Total — Sales and Service Fees	\$8,505

Investment Income:

ALDA — Interest on Loans (<i>Agricultural Land Development Act</i>)	904,248
ALDA — Grant Recovery Concessionary Loans	500,000
Gain/Loss on Conversion of Foreign Exchange	24,265
Interest on Overdue Accounts (FAA Sec. 17)	2,825
ARDSA — Surcharge Recovery (Agri-Food Regional Development Subsidiary Agreement)	1,354
Total — Investment Income	\$1,432,692

Miscellaneous Revenue:

Recovery — Prior Year Expenditures	816,491
Crop Protection Branch	5,000
Miscellaneous Receipts	6,712
Marketing Board Appeal Fees	2,035
Recovery — Prior Year Write-Offs	800
Total — Miscellaneous Revenue	\$831,038

Fees and Licences:

Livestock Fees and Licences	545,329
Aquaculture and Commercial Fisheries Licences and Fees	431,636
Agricultural Land Commission Application Fees	204,893
Veterinary Laboratory Fees and Licences	181,180
Miscellaneous Agricultural Fees and Licences	34,721
<i>Livestock Protection Act</i> — Dog Licences	13,346
Total — Fees and Licences	\$1,411,105

Contributions from Federal Government:

Crop Insurance — Administration Cost Recovery	1,874,119
Green Plan	1,321,220
National Farm Business Management	434,082
Revenue Protection Plan — Administration Cost Recovery	125,318
4-H Clubs — Canada Share	15,466
Total — Contributions from Federal Government	\$3,770,205
TOTAL MINISTRY REVENUE	\$7,453,545

Expenditures 1995-96

(Salaries Allocated to Branches)

Actual to March 31, 1996

(\$)

MINISTER'S OFFICE	<u>\$328,281</u>
MINISTRY OPERATIONS	
Deputy Minister's Unit:	
Deputy Minister's Office	459,934
Equity Programs	162,633
Policy and Legislation	1,138,130
Public Affairs	770,350
Total — Deputy Minister's Unit	<u>2,531,047</u>
Administration and Support Division:	
Assistant Deputy Minister's Office	552,275
Information and Privacy Unit	135,138
Operational Planning and Review	235,121
Internal Audit	46,313
Administration and Finance	4,451,656
Information Technology	4,004,675
Personnel	510,214
Total — Administration and Support Division	<u>9,935,392</u>
Financial Development Programs:	
Administration	762,466
Partners in Progress	1,595,520
Revenue Protection Plan — Administration	182,767
— Recovery	(125,317)
— Premiums	194,784
Total — Financial Development Programs	<u>2,610,220</u>
Agriculture Risk Management Programs:	
Agriculture Risk Management — Administration	184,579
Crop Insurance — Administration	3,220,163
— Recovery	(1,874,118)
— Premiums	2,003,073
Net Income Stabilization Account	4,330,113
Total — Agriculture Risk Management Programs	<u>7,863,810</u>
Fisheries and Food Division:	
Assistant Deputy Minister's Office	732,258
Aquaculture and Commercial Fisheries	3,523,595
Aboriginal Affairs	702,053
Food Industry Branch	1,047,616
Trade Competition	434,712
Food Industry Market Development	1,897,790
Quality Wine & Grape Development Program	300,000
Total — Fisheries and Food Division	<u>8,638,024</u>

Agriculture Division:	
Assistant Deputy Minister's Office	655,996
Resource Planning Branch	451,434
South Coast Region	5,771,335
North Central Region	2,147,692
Southern Interior Region	2,747,723
Farm Management Branch	824,392
4-H Program	433,286
Resource Management	1,407,830
Extension Systems	458,584
Specialized Services	146,146
Animal Health Branch	3,218,758
Rural Organization Branch	108,963
General Grants	675,640
Crop Protection Branch	2,228,759
Applied Research and Technology (D.A.T.E.)	122,081
Game Farming	228,258
Total — Agriculture Division	<u>21,626,877</u>
TOTAL MINISTRY OPERATIONS	<u>\$53,205,370</u>
PROVINCIAL LAND COMMISSION	2,570,748
BRITISH COLUMBIA MARKETING BOARD	531,424
OKANAGAN VALLEY TREE FRUIT AUTHORITY	1,500,000
TOTAL VOTED EXPENDITURE	<u>\$58,135,823</u>
Special Accounts:	
Agricultural Land Development Account (ALDA)	214,614
Livestock Protection	8,600
Grazing Enhancement Fund	362,066
Other Statutory Expenditures:	
<i>Cattle Horn Act</i>	61,000
TOTAL MINISTRY EXPENDITURES	<u>\$58,782,103</u>

Supporting Information

Listing of Related Boards and Commissions

Agricultural Land Commission
British Columbia Marketing Board
British Columbia Broiler Hatching Egg Commission
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 Milk Marketing Board
British Columbia Mushroom Marketing Board
British Columbia Tree Fruit Marketing Board
British Columbia Turkey Marketing Board
British Columbia Vegetable Marketing Commission
British Columbia Wine Institute
Okanagan Valley Tree Fruit Authority

Legislation Administered by the Ministry

Ministry of Agriculture and Food Act
Agriculture and Rural Development (B.C.) Act
Agricultural Credit Act
Agricultural Land Commission Act
Agricultural Produce Grading Act
Agriculture Protection Act
Agrologists Act
Animal Disease Control Act
Bee Act
British Columbia Wine Act
Cattle Horn Act
Farm Distress Assistance Act
Farm Income Insurance Act
Farm Product Industry Act
Farmers and Women Institutes Act
Farming and Fishing Industries Development Act
Fish Inspection Act*
Fisheries Act
Food Choice and Disclosure Act
Food Product Standards Act
Fur Farm Act
Game Farm Act
Golf Course Development Moratorium Act
Grasshopper Control Act
Insurance for Crops Act
Livestock Act
Livestock Brand Act
Livestock Industry Act
Livestock Lien Act
Livestock Protection Act
Livestock Public Sale Act
Milk Industry Act*
Natural Products Marketing (B.C.) Act
Okanagan Tree Fruit Authority Act
Pharmacists, Pharmacy Operations and Drug Scheduling Act (sections 63-69 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 the Ministry of Health.*

Listing of Ministry Offices (Current only to March 1996)

Minister's Office

Legislative Buildings,
Victoria, B.C., V8V 1X4
Telephone (250) 387-1023, Fax 387-1522

Abbotsford Agricultural Centre

1767 Angus Campbell Road, V3G 2M3
Regional
Telephone (604) 556-3076, Fax 556-3030

Resource Management

Telephone (604) 556-3103, Fax 556-3099

Animal Health

Telephone (604) 556-3003, Fax 556-3010

Chilliwack *(closed spring 1997)*

45850 #F Yale Road, V2P 2N9
Telephone (604) 795-8395, Fax 795-8454

Cloverdale *(closed spring 1997)*

17720 57th Avenue, Surrey V3S 4P9
Telephone (604) 576-5600, Fax 576-5652

Courtenay

331B 6th Street, V9N 1M2
Telephone (250) 334-1239, Fax 334-1472

Access Centre

2500 Cliffe Avenue, V9N 5M6
Telephone (250) 334-1400, Fax 334-1410

Cranbrook

42 8th Avenue South, VIC 2K3
Telephone (250) 426-1535, Fax 426-1546

Creston

456 Northwest Boulevard
Box 1980, V0B 1G0
Telephone (250) 428-3255, Fax 428-3271

Dawson Creek

1201 103rd Avenue, V1G 4J2
Telephone (250) 784-2225, Fax 784-2299

Duncan

5785 Duncan Street, V9L 5G2
Telephone (250) 746-1210, Fax 746-1292

Fort St. John

350-10003 110th Avenue, V1J 6M7
Telephone (250) 787-3240, Fax 787-3299

Kamloops

162 Oriole Road, V2C 4N7
Telephone (250) 371-6050, Fax 828-4631
Brands (250) 371-6071 Fax 828-4979

Kelowna

1690 Powick Road, V1X 7G5
Telephone (250) 861-7211, Fax 861-7490

Oliver

Court House, Box 940
9971 350th Avenue, V0H 1T0
Telephone (250) 498-6235, Fax 498-4952

Penticton *(closed spring 1997)*

3547 Skaha Lake Road, V2A 7K2
Telephone (250) 492-1320, Fax 492-1309

Prince George

Experimental Farm Site,
RR #8 RMD 7, V2N 4M6
Telephone (250) 963-2501, Fax 963-2520

Quesnel *(closed spring 1997)*

101 -350 Barlow Avenue, V2J 2C1
Telephone (250) 992-4241, Fax 992-4221

Salmon Arm *(closed spring 1997)*

681 Marine Park Drive, NE,
Bag 100, V1E 4S4
Telephone (250) 832-1630, Fax 832-1707

Sidney

Bldg. 20, Saanichton Research Station, 8801
East Saanich Road V8L 1H3
Telephone (250) 656-0941, Fax 656-8922

Smithers

1020 Murray Street, Bag 5000, V0J 2N0
Telephone (250) 847-7246, Fax 847-7592

Vanderhoof *(closed spring 1997)*

Church Avenue, Box 987, V0J 3A0
Telephone (250) 567-6311, Fax 567-6350

Vernon

4607 23rd Street, V1T 4K7
Telephone (250) 260-3000, Fax 549-5488

Victoria

808 Douglas Street, V8W 2Z7
Telephone (250) 387-5121, Fax 387-5130

Williams Lake

640 Borland Street, V2G 1R8
Telephone (250) 398-4500, Fax 398-4688