

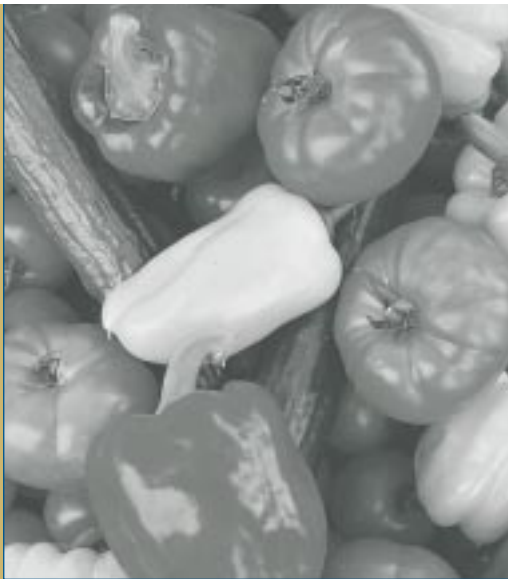


ANNUAL REPORT

1996/97



MINISTRY OF AGRICULTURE, FISHERIES AND FOOD



1997/98

ANNUAL REPORT



To obtain a copy of the Ministry of Agriculture,
Fisheries and Food's *1996/97 and 1997/98 Annual Report*
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The Honourable Garde B. Gardom
Lieutenant Governor
Province of British Columbia

May it please your Honour,

We respectfully submit the annual report of the
Ministry of Agriculture, Fisheries and Food of the
Province of British Columbia for the fiscal years
ending March 31, 1997 and March 31, 1998.

Sincerely,



Honourable Corky Evans
MINISTER OF AGRICULTURE AND FOOD



Honourable Dennis Streifel
MINISTER OF FISHERIES

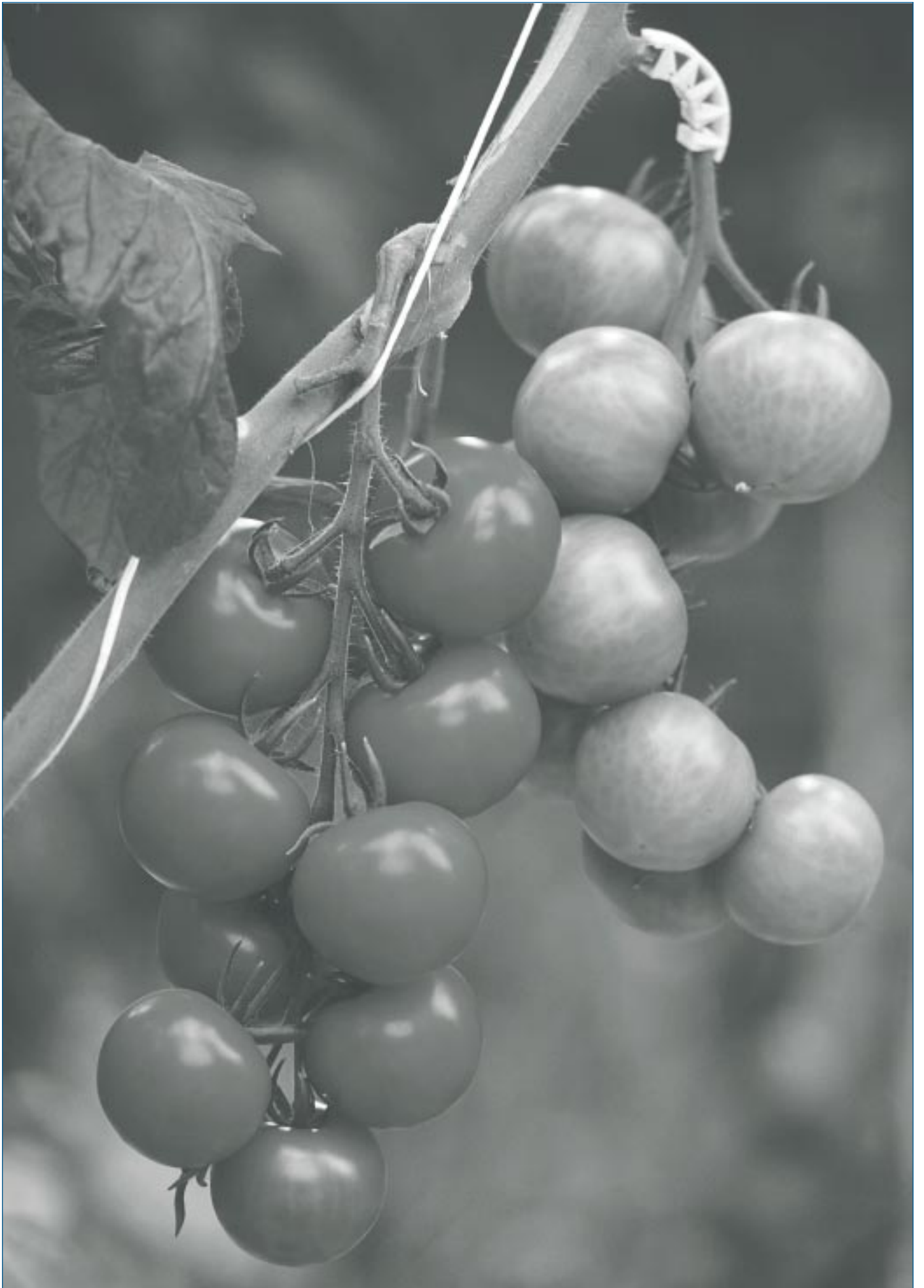


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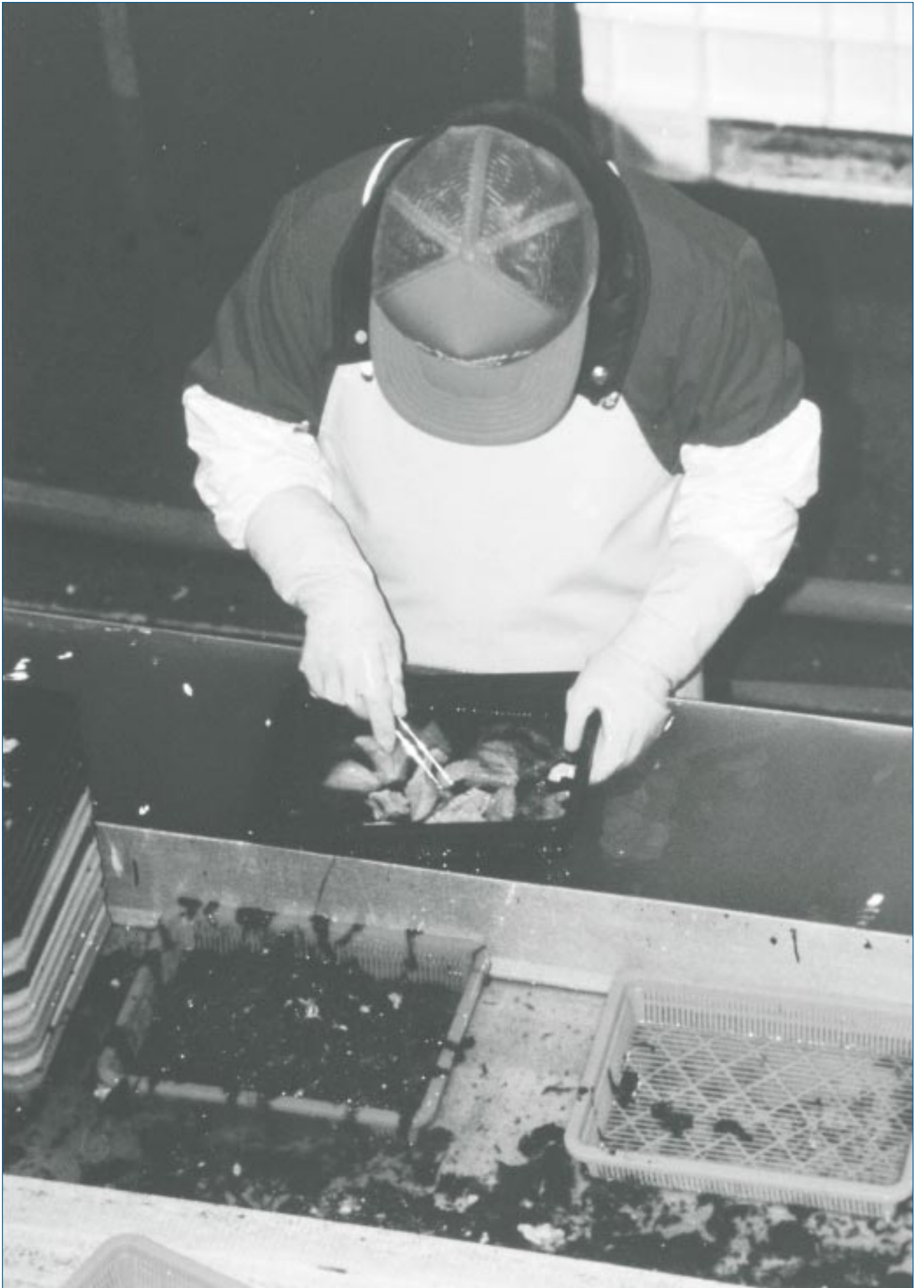
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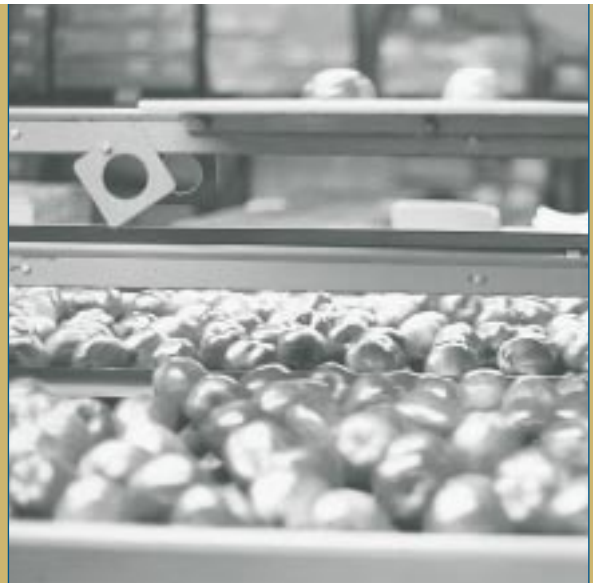
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CORPORATE OVERVIEW



Message from the Ministers

The byword of the past two years has been change. It has been a time shaped by shifting markets, redistribution and repositioning for many key players in the global marketplace. Economic pressures in other parts of the world have inevitably brought to bear measurable effects in our home province, adding to the task of maintaining sustainability and profitability.

Even the weather was unpredictable. From Vancouver Island to Fort St. John, farmers, fishers, producers, processors, distributors and consumers have been touched by the effects of severe and untimely wind, hail, rain or snow.

Ministry work has focused largely on meeting these conditions head-on; coming up with practical, workable solutions and implementing them with confidence. As usual, we have relied on our partnerships – with industry, First Nations, rural and coastal communities, and municipal, provincial and federal government agencies – so that new initiatives and program changes would be based on fact and reality, from and for the croplands, farms, processing plants, fisheries and communities of B.C.

Change in the industry and markets was mirrored by change in the ministry. In 1996/97, we began a major restructuring so that we could move effectively to a new role in support of industry. This shift allowed ministry staff to more efficiently service the needs of representative industry associations and sectors, which in turn serve the needs of their individual members. Our focus has shifted to industry development and resource management. Our responsibility has shifted from maintenance to growth and sustainability.

The establishment of Fisheries Renewal BC and a new provincial Ministry of Fisheries, both during the 1997/98 fiscal year, have been major steps in bringing appropriate direction and stewardship to B.C. fisheries interests and to enhance the role of stakeholders in the management of our fisheries resource. It makes sense that those who rely on the fishery for their livelihood have the greatest incentive to act as responsible stewards of the resource – whether it be the venerable but beleaguered Pacific salmon fishery, or an exciting new aquaculture sector such as geoduck.

Implementation of the *Farm Practices Protection (Right to Farm) Act* and the founding of the B.C. Investment Agriculture Foundation are initiatives that will go a long way to bring certainty to agriculture in B.C. The upcoming review of our comprehensive agri-food policy will also stimulate further initiatives and market developments based on the needs and input of agri-food producers, processors and rural communities across the province. Creating greater awareness of the industry successes in B.C. and providing meaningful recommendations for land-use planning and management decisions are important by-products of these innovative steps.

As you will see by reading these combined 1996/97 and 1997/98 annual reports, we believe in moving forward together. We will continue to do that, strategically investing our resources to build on industry intelligence, workforce expertise, and the array of quality products B.C. produces – more than 200 different commodities, niche marketing opportunities, and new products.

There are exciting challenges and opportunities ahead. Now is the time for working toward industry self-sufficiency, public- and private-sector cooperation, and sustainable growth under environmentally conscientious guidelines. We believe that we are closer now than we ever have been to taking a place on the global stage as a world-class supplier of premium fisheries, agriculture and food products.



Honourable Corky Evans
MINISTER OF AGRICULTURE AND FOOD



Honourable Dennis Streifel
MINISTER OF FISHERIES

The Honourable Corky Evans



The Honourable Dennis Streifel

Ministry Profile

The Ministry of Agriculture, Fisheries and Food is by far the longest-standing in the province's history, tracing its heritage to the *Department of Agriculture Act*, passed in 1894. Since then, the ministry and the sectors it represents have significantly evolved – agriculture, fisheries and food industries in B.C. now generate \$16 billion a year and employ one in seven British Columbians, some 250,000 people.

In 1996/97, the ministry reduced its operating staff to 471 people in offices around the province, with expenditures totalling \$61 million. In 1997/98, the ministry staff complement was 408, and expenditures totalled \$56 million.

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).

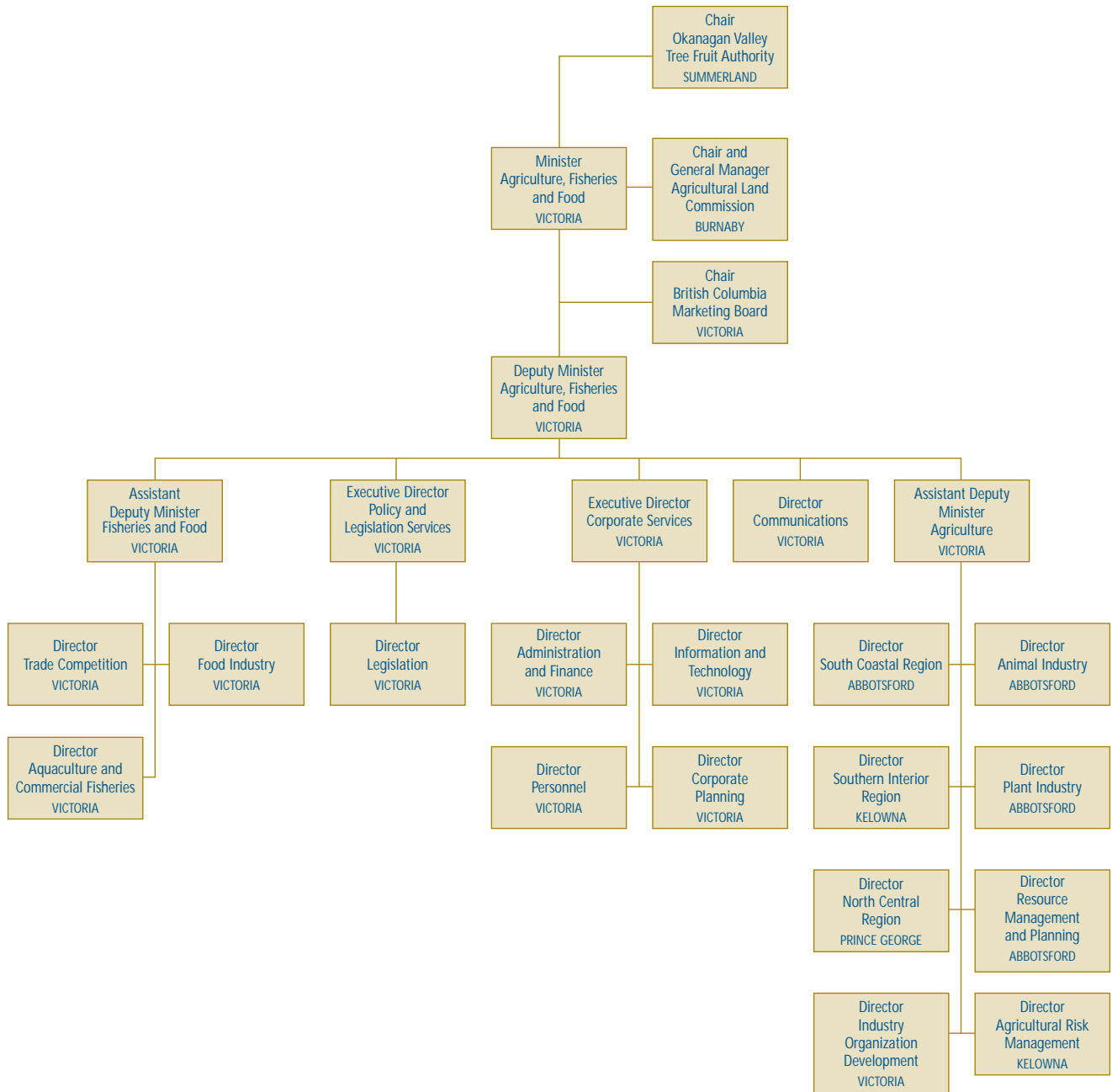


ANNUAL REPORT 1996/97





Ministry of Agriculture, Fisheries and Food
Organizational Chart: April 1, 1996 to March 31, 1997



Ministry Activities

The ministry's key work for 1996/97 centred on achieving results under the five strategic priorities that it developed in 1995/96:

- Agriculture Industry and Rural Community Development
- Fish Industry and Coastal Community Development
- Food Industry Development
- Food Quality and Safety Management
- Natural Resource Stewardship

The ministry's business during this fiscal year was driven by the following strategic objectives:

- Undertaking resource management and planning to protect and maintain the resource base for healthy agriculture and fisheries industries.
- Developing regulatory and management regimes that allow industry to compete successfully in the global marketplace.
- Cooperating with industry to promote self-reliance and to ensure a policy environment that encourages job creation in the agriculture, fisheries and food sectors.
- Ensuring food safety and quality.
- Helping to enhance the viability of coastal and rural communities.

Throughout 1996/97, the ministry continued directly with its commitment to report activities in a consistent, measurable and publicly accountable manner. This annual report is one function of that commitment.

FAST FACTS

B.C. AGRI-FOOD CHAIN*	1996
Employment	249,500

*Includes primary fishing.



The year brought both challenge and opportunity to the agriculture industry in British Columbia.

According to the last census, B.C. is the only province in which the number of family farms has increased. However, the industry has changed. Producers are more highly educated and more knowledgeable, with better information at their fingertips than ever before. Market and industry changes – combined with an overall strategy of government fiscal restraint – were reflected in the ministry’s 1996/97 restructuring plan.

The ministry moved away from direct income support to producers. It is also logical that the federal government took the lead on food and health safety, international trade, and research. Therefore, the province focused on land and resource matters, including environmental issues, and on industry development.

Primarily for those reasons, ministry efforts during 1996/97 were directed toward partnership, consultation and cost-sharing initiatives – steps toward helping the industry do much more for itself.

Over the year, the ministry still provided extensive support to industry while reorganizing its operations and program delivery in several key areas. Staff and budget reductions – necessitated largely by fluctuating global markets and shifting resource industry conditions at home and abroad – were approached as an opportunity to streamline processes and eliminate duplication of services. At the same time, and despite the severe and unpredictable weather that prevailed throughout the province, the ministry maintained or increased its level of partnership with industry to move the agriculture, fisheries and food sectors forward.

1a. Agriculture Industry Development

During 1996/97, the ministry focused on providing a positive climate for growth in the agriculture industry. Ministry staff foster that growth in the field by helping the industry secure the natural resources it needs, and by providing assistance as the sector strengthens its skills, technology and partnerships.

FAST FACTS

B.C. AGRICULTURE	1996
Farms	21,835
Direct employment	33,600
Farm cash receipts (\$millions)	\$1,673



THE MINISTRY FUNDED
18 PROJECTS THROUGH THE
B.C. AGRICULTURE RESEARCH
COUNCIL WHICH WERE
AIMED AT IMPROVING
INDUSTRY COMPETITIVENESS
ACROSS A WIDE RANGE
OF COMMODITIES.

The ministry achieved a significant number of activity and program milestones this year, which demonstrate the success of the evolving interdependent-partnership approach to building a competitive, market-driven, world-class agri-food sector in B.C.

- The ministry funded 18 projects through the B.C. Agriculture Research Council which were aimed at improving industry competitiveness across a wide range of commodities. Of the total research costs of \$562,000, 37 per cent was provided by the ministry through grants, 38 per cent was provided by industry, and the remainder was provided by other sources and industry in-kind support.

B.C. Agriculture Research Council project highlights during 1996/97 included:

- development of better disease control methods using genetic engineering for resistance to fungal diseases in blueberries and strawberries. Staff evaluated rhizobacteria for damping-off diseases in seedlings, and evaluated biological control agents for late blight in potatoes,
 - research – into food products and by-products for human health – to evaluate the antioxidant activity of ginseng, develop a more efficient way of producing CystainC (a protease inhibitor), and evaluate the immunological effects of milk protein antibodies,
 - evaluation of honeybees as blueberry pollinators (poor pollination in intensive horticulture crops can reduce yields dramatically), and study of the impacts of a biological control agent in curbing tracheal mites in honeybees,
 - work to identify and develop new climbing plants for the nursery industry to satisfy increasing demand from the condominium market.
- Under the Demonstration of Agricultural Technology and Economics (DATE) Program, 34 projects were funded during 1996/97, for a total of \$138,000. In many cases, ministry funds were matched by industry. The program helps industry improve marketplace competitiveness and profitability with quality B.C. products produced under environmentally and socially acceptable systems. The diverse range of DATE projects



included evaluation of medicinal herbs as a greenhouse crop, use of a natural clay product to reduce ammonia in broiler barns, and exploration of alternative horticulture crops and products in the province.

- An important focus for ministry staff is providing useful industry information materials. That includes publishing production manuals and organizing extension and education activities. During this year, ministry staff continued to produce major “core” publications such as crop management guides for tree fruit, cereals and oilseeds, vegetables, berries, nursery, grapes, greenhouse floriculture, and mushrooms. Other guides were updated, or a supplement was distributed. A pesticide safety manual was translated and provided to Punjabi farmers to ensure important farm practice information is available to all who need it.
- A comprehensive binder on the *Farm Practices Protection (Right to Farm) Act* was introduced in 1996/97, providing detailed fact sheets on normal farm practices in B.C. The document will help local government planners better understand agricultural practices when making zoning, bylaw and land-use decisions. The binder also includes forms for helping farmers deal with concerns and solve issues among their peers, rather than resorting to government-imposed resolutions.
- Ministry staff began implementing a long-term strategy in support of Agriculture in the Classroom Foundation activities. The foundation works to help teachers use agriculture concepts within the normal curriculum, increasing student understanding and awareness of the agriculture and food industries. The 200-page handbook, titled *Grow B.C.: A Teacher's Handbook on B.C.'s Agriculture, Fish and Food Business*, was distributed with a poster map to teachers across the province. Future resources will be invested in developing teacher and classroom materials, in direct consultation with teachers.
- Since 1991, under the ministry's Tree Fruit Revitalization Strategy, more than 650 growers have taken advantage of the ministry's Orchard Replant Program to replant orchard land to higher density and more profitable varieties of fruit. This year's



commitment from the ministry was \$2.8 million – in addition to \$7 million from industry – to help growers replant a record 283 hectares. By the year 2000, \$71 million will have been invested in replanting projects – \$50 million by growers and \$21 million in government support through the Okanagan Valley Tree Fruit Authority. The five-year program is in place to 2000, with a goal of replanting more than 2,000 hectares.

The ministry invested in a booth at the Union of British Columbia Municipalities' annual convention in Penticton, in partnership with the B.C. Fruit Growers Association and the Okanagan Valley Tree Fruit Authority. Staff communicated with elected officials about the importance of agriculture and the type of planning local governments should be developing. Two field tours were also arranged, to help delegates take a closer look at agricultural operations and to familiarize themselves with industry issues.

- Ministry staff worked during 1996/97 to encourage industry diversification, particularly by having industry develop or access information on new opportunities for production, processing or marketing. One result was increased tall fescue production in the North Central Region, from 405 hectares to 10,117 hectares. Another development was the establishment of a working relationship with a European seed company, leading to field-scale production of new grass species for 12 Peace River producers in 1997.
- The hazards and risks in dairy production and processing are always of concern to dairy specialists, so a ministry workshop in September 1996 examined Hazard Analysis Critical Control Point (HACCP) principles used by industry processors. Attendees were interested in whether HACCP principles might be adapted to the farm through “good production practices.” The dairy program-generated HACCP principles, which were the model for discussion of the workshop, found widespread support across all of Western Canada. As a result, a national committee is establishing a set of “good production practices” to support a farm-based HACCP model. If the project goes ahead – after a National Dairy HACCP Committee review – it will



be the first of its kind in North America. Australia and New Zealand are the only other countries with a working dairy farm HACCP prototype.

- Dairy program staff continued their work investigating Neospora protozoa, which remains a significant cause of abortion in the B.C. dairy herd. A Partners in Progress project provided increased knowledge about infected herds and brought an indirect fluorescent antibody serum test to the Animal Health Centre laboratory. A new, \$50,000 Neospora research project was established by the Beef Cattle Industry Development Fund to monitor the situation in the province's beef cattle herd.
- 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 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

In 1996/97, the ministry supported a range of financially based programs to stimulate sustainable development and increased self-reliance in B.C.'s agri-food and fisheries sectors.

- The ministry maintains a combination of programs that encourage farmers both to save money for low-revenue years and to participate in crop insurance initiatives. The ministry continued its involvement during 1996/97 in providing those programs to B.C. farmers.

A joint Canada/B.C. crop insurance program has been available to B.C. producers for many years, to insure their production and offset financial losses resulting from natural disasters such as drought, flood, hail and frost. However, the program was inflexible and had become prohibitively expensive for many producers. It also failed to protect government against non-budgeted compensation to farmers who had not bought crop insurance: ad hoc



compensation has cost more than \$53 million since 1986. After an extensive review and consultation process, the ministry and the federal government launched a redesigned Crop Insurance Program in 1996/97 for farmers, based on their needs and their concerns with the original program. The revamped package proved more cost-effective for both farmers and taxpayers.

- In response to tree fruit growers' unique needs, modifications to the new crop insurance plan provided for more-extensive hail coverage. By the end of the fiscal year, 75 per cent of tree fruit growers had signed up, and 75 per cent of fruit trees were insured. The new insurance not only provides much-needed protection for the investment, but gives growers peace of mind about compensation in case of disaster.

In 1996/97, there were 27 insurable commodities under plans for berries, forage, grain, grapes, tree fruit, and vegetables. For the 1996 crop year, 1,947 contracts were sold, for coverage of \$87 million (the maximum to be paid out if all crops had total losses), generating premium revenues of \$7.6 million. Payouts totalled \$5.1 million.

- The Net Income Stabilization Account (NISA) was also offered as a joint federal/provincial farm income stabilization program. Money deposited into a fund by farmers is matched by both governments. In years of low farm income due to market conditions or natural disasters, the money offers added protection to farming families and communities, and minimizes requests for ad hoc government funding. In the 1996 tax year, the province paid more than \$2.5 million into NISA accounts.

Under the "enhanced NISA" program, both governments put an additional annual deposit into the NISA accounts of B.C. farmers to encourage participation and increase account balances. For the 1996 tax year, the provincial payment into the "enhanced NISA" program was an additional \$2.3 million, bringing the total provincial NISA contribution to more than \$4.8 million.



- The B.C. Investment Agriculture Foundation was established in October 1996. It includes groups such as the F.A.R.M. Community Council, the B.C. Cattlemen's Association, the B.C. Council of Marketing Boards, the B.C. Federation of Agriculture (which has since become the B.C. Agriculture Council), the B.C. Fruit Growers Association, and the B.C. Horticultural Coalition. Created as an industry organization, it makes use of federal funding from the Canadian government's companion and adaptation programs to deliver industry-led research, development and marketing initiatives. For 1996/97, five projects were approved, at a total value of more than \$11 million. The ministry committed funding of more than \$1 million toward these projects, concentrated on industry commodity research and development opportunities.
- The ministry added to its successful program of commodity-specific industry development trust funds. Formalized in 1996/97 were the raspberry industry fund and a Peace River industry development fund. With the eight trust agreements established in the previous year – hog, potato, processing vegetable, greenhouse vegetable, beef, blueberry, sheep and strawberry – the ministry now supports 10 such funds designed to assist industry groups in contributing to the development of a competitive, market-responsive agricultural industry.
- Development funds were also established for the grape and wine industry, and within the B.C. Investment Agriculture Foundation initiative (see above).
- As part of the Kamloops, Kootenay-Boundary and Cariboo-Chilcotin Land and Resource Management Plans (LRMPs), the Grazing Enhancement Fund enables cattle grazing and forage production on public lands in a manner that meets conservation and environmental objectives. By the end of the fiscal year, 125 applications had been received for Grazing Enhancement Fund projects, worth a total proposed value of \$5.3 million, and the program was directly responsible for 39.3 person-years of employment. Projects included livestock water improvement, fencing, research, and education activities.



- 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 have proven to be an effective tool for industry development and issues resolution. In 1996/97, 38 projects were approved, resulting in \$1.2 million in ministry funding toward projects with a total proposed value of \$3.8 million.

This year, ostrich producers formed a cooperative with assistance from Partners in Progress. The cooperative's main focus will be marketing.

- In March 1997, Minister Corky Evans took part in the Japan Food Trade Mission. After the United States, Japan is the largest consumer of B.C. food and fish products: in 1996, food exports to Japan were valued at \$464 million, including nearly \$340 million worth of seafood. The trade mission provided direct links with Japanese buyers and set in motion specific opportunities for joint ventures and market expansion. For example, the largest ginseng operation in the world – Chai-Na-Ta Corp. – has farms in Kamloops, and premium-quality B.C. Hot House tomatoes have achieved a reputation for excellence among Japanese consumers. Japan has also opened its market to specific varieties of tomatoes, based on intensive research in B.C., which proved that the tomatoes would not bring blue mould into Japan.
- Consultation with the Society for the Prevention of Cruelty to Animals led to the first-ever award for “Farmer of the Year” in 1996, to a commercial producer who is making significant efforts to address animal welfare concerns. The award went to Cors de Lint, a hog producer in Abbotsford, for his involvement in the Green Plan-funded Eco-Barn Project, a livestock facility dedicated to a solid-waste litter system with a sawdust base.
- The Green Plan for Agriculture managed a number of projects overseeing pork, poultry, dairy and soil conservation projects in the Lower Fraser Valley and Peace River regions. Under the Green Plan, the Sustainable Practices Program funded 171 projects, at an average cost of \$15,885. Total Green Plan project investments in 1996/97 were more than \$1.2 million. A majority (64 per cent) of participating



farmers and ranchers said that they would not have conducted their project without the Sustainable Practices Program support. The Green Plan ended on March 31, 1997.

- This year was the last in which the ministry's Revenue Protection Plan was necessary for grain and oilseed producers. The program offered price protection for grain and oilseed commodities. In 1996/97, the program did not make program payments. A portion of the accumulated surplus, \$1.7 million, was distributed to 427 farmers.
- As part of the Pacific National Exhibition (PNE) in Vancouver, BUY BC was celebrated at the Food Products Awards reception. In a spring survey, 86 per cent of consumers recognized the BUY BC logo, and more than 600 companies were registered to promote the logo. Since the partnership began in 1993, 123 cost-shared projects have been approved, representing \$4 million in government funding and \$6 million in industry investment.

September 1996 was proclaimed the second annual "BC Food and Beverage Month" under the banner of the BUY BC Program, celebrating the important contribution of the one-in-seven British Columbians who work in the food and beverage industry (see section 3a. BUY BC).

- Ministry staff assisted farmers' market groups in Smithers and Vanderhoof during 1996/97 and held a direct marketing seminar in Quesnel. The *B.C. Farmer's Market Directory* was also revised. The expanded version provides information on 55 farmers' markets in the province.
- In November 1996, the ministry announced its restructuring plan, as part of cross-governmental restraint measures. This included closing six agricultural district offices, eliminating 16 staff positions and transferring nine, and saving more than \$1 million. (Even after the six office closures, 95 per cent of B.C.'s farmers and ranchers are still within a one-hour drive of ministry offices.) A further 10 staff positions were transferred from the Victoria head office to Kelowna to move crop insurance closer to clients. In the Agriculture Division, nine branches were consolidated into six, for an overall reduction of 60 staff positions.



The ministry also decided to reduce its dairy farm inspections and discontinue livestock brand registration and inspection services. (The brand registration and inspection services will be continued until a private program can be developed by the cattle and horse industries.)

1c. Rural Community Development

Rural community development is making important contributions to the social and economic well-being of British Columbians. Across Canada, the number of family farms has decreased over the past 20 years. In B.C., the only province where that number is increasing, the number of family farms exceeded 21,800 in 1996/97.

- The *Farm Practices Protection (Right to Farm) Act (FPPA)* became effective on April 1, 1996. This legislation was designed to address the growing number of conflicts resulting from urban encroachment on traditionally rural farmlands. It is the most comprehensive legislation of its kind in Canada. By addressing farm practices issues through consultation with ministry and industry professionals, the *FPPA* brings the benefits of greater certainty to farmers and neighbouring urban communities.

Implementation of the *FPPA* in April ushered in a new era of outreach priorities for ministry staff. Training sessions emphasized the ministry's commitment to planning for agriculture and to increased staff interaction with local governments. To meet the requirements of the *FPPA*, the ministry formalized its processes for recording and tracking its responses to complaints and concerns.

In conducting workshops around the province, the Concern Resolution Program and Peer Advisor Training introduced the *FPPA* Concern Resolution Program. Ministry staff also worked together to develop proposed amendments to the *Municipal Act* as it relates to the *Farm Practices Protection (Right to Farm) Act*. A forum for more than 60 local government representatives focused on *FPPA* implementation.



- Direct farm marketing (i.e., roadside and farmgate products and services) provides B.C. growers with enhanced and diversified marketing opportunities to improve their profits. “Capture the Opportunity,” an educational road show partially funded by the Partners in Progress program, travelled to four cities. One-day workshops were held concurrently, drawing speakers from all over Canada. The event, which drew capacity crowds at each stop, was organized jointly with the Ministry of Small Business, Tourism and Culture and the provincial direct farm marketing specialist.

The number of paid subscribers to the *Direct Farm Marketing Newsletter*, launched in 1995, grew to more than 300 during 1996/97. There are now some 200 active members in direct marketing associations in B.C., representing more than \$30 million in gross annual sales.

Ministry staff teamed with Ministry of Transportation and Highways staff and direct farm marketers to initiate a highway-sign identification program, funded by the BUY BC Program in 1996. In that year, the first of more than 200 highway signs directing consumers to retail farm outlets selling B.C. agricultural products began to appear around the province. Municipal sign programs followed, further alerting consumers to nearby B.C. agricultural producers and vendors. Other marketing activities included producing publications, such as the *Fraser Valley Farm Fresh Products Guide*, to generate greater interest in and knowledge about local agricultural production.

- Ministry staff worked with Peace River region farmers on equipment options for repairing severely rutted fields from the previous fall’s harvest attempts. Conditions that season had been extreme: 75 per cent of crops remained unharvested or unharvestable.
- Ministry staff across the province supported provincial negotiators in treaty negotiations with First Nations groups and provided input at regional caucus and advisory meetings. Baseline agricultural profiles and land-use information for the Gitksan-Wet’suwet’en areas were completed during 1996/97, in support of range interests in treaty negotiations.



- A Rossland family whose farm has been operated by family members for more than 100 years was honoured with a Century Farm and Ranch Award during 1996/97. Beverly Allen and sons Mark and Darcy are the current owners of the Peaceful Acres farm, founded in 1895 by John and Annie Gill. Peaceful Acres is a 175-hectare mixed farming operation that includes chickens, bees and horses. The Allens are one of only 66 B.C. families to be presented with a commemorative Century Farm gate sign and certificate since the program began in 1994.

1d. Human Resource Development

Throughout 1996/97, ministry outreach efforts delivered workshops, field days, fact sheets, and tours. Key topics for short courses, seminars and workshops for the agricultural sector were adaptation to global trade pressure, policy reforms, and new environmental regulations. Educational and information displays were also staged at short courses and annual general meetings of industry associations.

- The Concern Resolution Program and Peer Advisor Training conducted 11 workshops at 10 locations around the province to re-focus peer advisors in the method of on-farm complaint resolution. Ministry staff also used this outreach opportunity to introduce the *Farm Practices Protection (Right to Farm) Act* Concern Resolution Program.
- Since 1914, the provincial government has supported 4-H programs – 4-H stands for Head, Heart, Hands and Health – in its promotion of personal growth for youth, according to the motto, “Learn to do by doing.” The ministry contributed a \$73,000 grant toward 4-H programs for more than 3,600 youths, aged nine to 19, and 1,000 adult volunteers in 240 clubs across the province. The organization is committed to enhancing the rural way of life, an awareness of agriculture, and community development. In partnership with the B.C. 4-H Provincial Council, the Youth Development Program develops leadership and citizenship qualities among B.C.’s youth. It also contributes significantly to greater awareness of rural/urban connections and the importance of the agriculture and food sectors in rural communities.

- Interest in electronic communication is dramatically increasing among farmers and agri-businesses. It is already being used regularly for educational and extension activities in schools and across government. New information was added to the ministry Internet site during this year, as were more links to online reference services such as electronic bulletin boards and discussion groups.
- Ministry staff participated in a federal/provincial committee on “agriculture and the information highway.” The committee’s goal is to maximize effective use and dissemination of information to all Canadian farmers and farm families. One of the first objectives is to link agriculture Internet sites and other online resources.



2. FISH INDUSTRY AND COASTAL COMMUNITY DEVELOPMENT

This year signalled a turning point in B.C.'s interest and influence in coastal fisheries. The ministry was guided by a strong vision and approach to taking on a greater role in the management of the provincial fisheries resource.

The federal government's Pacific Salmon Revitalization Plan and accompanying fleet-reduction strategy came at the outset of another troubling season of diminished salmon returns for British Columbia fish harvesters and processors.

Negotiations on the Canada/U.S. Pacific Salmon Treaty continued to frustrate provincial efforts at bringing equitable and sustainable conditions to the Pacific salmon fisheries resource.

As part of the provincial strategy for dealing with these challenging events, the minister took time for an extensive tour of coastal communities, drawing on feedback received at these meetings to focus ministry efforts on securing representative provincial jurisdiction in fisheries issues.

2a. Seafood Industry Development

From commercial fishing and aquaculture through to processing, the B.C. seafood industry is a vital element in both the economic success of the province and the social fabric of numerous coastal communities. The industry continued to adapt to fluctuations in the supply and demand of a natural resource while sustaining its position in world markets.

- On March 29, 1996, the Honourable Fred Mifflin, federal Minister of Fisheries and Oceans, announced the Pacific Salmon Revitalization Plan, which quickly came to be known as the "Mifflin Plan." One of its main goals was to reduce the Pacific salmon commercial fishing fleet by half. The fleet reduction was considered necessary to make the commercial salmon fishery economically viable and to meet conservation objectives. Key elements included a federally funded licence buy-back, area licensing, and licence stacking. The plan, effective on announcement, was – and is – highly controversial.

British Columbia recognized the huge impact of the Mifflin Plan on coastal communities, fishers and fisheries-dependent businesses. In response, the

FAST FACTS

B.C. FISHERIES	1996
Active vessels	5,100
Direct employment	6,100
Licensed aquaculture sites	633
Value of landings (\$millions)	\$559



province launched an initiative to gain greater control for the people of B.C. over the salmon fishery. The B.C. Fisheries Secretariat was created in the summer of 1996 to negotiate an agreement with the federal government that would give the province greater control over policy issues and decision-making related to the salmon fishery.

- In June 1996, the B.C. government requested an investigation by the provincial Job Protection Commission into the effects of both the Mifflin Plan and the poor 1996 salmon season. An estimated 2,900 jobs were lost due to the Mifflin Plan; another 2,730 jobs were lost as a result of the poor season. In December 1996, the provincial government designated seven fishing-related industries as “strategic,” enabling the Job Protection Commissioner to develop economic plans for businesses within those industries (see section 2c. Human Resource Issues).
- On July 15, 1996, the Canada/British Columbia Memorandum of Understanding on Fisheries Issues was signed. The memorandum focused on two key elements: a review of federal/provincial roles and responsibilities in the salmon fishery, and a review of the Mifflin Plan conducted by a three-person panel consisting of federal, provincial and independent representatives. A major consequence of this focus on salmon fisheries issues was the signing, just after the year end (on April 16, 1997) of the Canada/British Columbia Agreement on the Management of Pacific Salmon Fishery Issues, by Prime Minister Chrétien and Premier Clark.
- The impasse on the 1985 Canada/U.S. Pacific Salmon Treaty entered its third year. A number of the treaty annexes expired, and numerous efforts to renegotiate these and develop new long-term arrangements have not yet been successful. The government of British Columbia supports the treaty and believes that the resource, associated jobs, and communities in both countries will be better off when the treaty’s principles of conservation and equity are fully implemented. To that end, the province has taken a leading role in insisting that Canada continue to press the U.S. for resolution of this issue.



- Considerable effort was expended in preparing a provincial response to proposed amendments to the federal *Fisheries Act*. Many of the proposed changes to this legislation would have been directly beneficial to fishing businesses and communities in B.C. However, the bill died on the order paper when the federal election was called in the spring of 1997.
- In 1996, the federal Department of Fisheries and Oceans was in the final year of implementing its Program Review. This review resulted in significant reductions in federal expenditures on fisheries and was of critical concern to the province. Ministry staff provided ongoing policy advice on the review's implications for British Columbia.

Policy support was provided on a range of issues. These included:

- the federal *Oceans Act* and Oceans Management Strategy,
 - the Salmon Aquaculture Review,
 - coastal community projects, and
 - seafood diversification.
- In April 1995, the ministers of Agriculture, Fisheries and Food, and Environment, Lands and Parks signed an Action Plan for Provincial Salmon Aquaculture to address continuing public controversy over potential environmental risks associated with the industry. As part of the action plan, the ministers asked the Environmental Assessment Office to examine and make recommendations on the effectiveness of methods used to prevent or mitigate adverse effects of salmon aquaculture.

The Environmental Assessment Office review began in July 1996. An independent technical advisory team assisted, to prepare discussion papers on the following five key issues identified by the ministers:

- escaped farm fish,
- fish health,
- waste discharges,
- marine mammals and other species, and
- fish-farm siting.



In addition, a broadly based review committee comprised of representatives of all key stakeholders was established to provide a forum for discussion of the issues, and to provide the technical team with critical comment during development of the discussion papers. These papers were based on a review of available literature, written submissions from interested public groups and individuals, information collected at public open houses, interviews in the Broughton Archipelago study area, expert opinions, and discussions with the review committee.

- The ministry's efforts to diversify and develop the seafood industry were guided by three broad objectives:
 - To promote the development and diversification of an environmentally sustainable seafood industry by encouraging economical sustainable harvest and production practices, and by enhancing employment and business opportunities through diversification and adding value to seafood products.
 - To improve the operating environment for the seafood industry by easing or eliminating impediments to development and solving problems that hinder sector development.
 - To strengthen coastal communities that depend on local marine resources and ensure their participation in any strategies for fisheries renewal, in consultation with other governments, seafood-sector members, and groups having a vested interest in B.C.'s fisheries resource.
- The Ministry's fisheries and seafood development program continued to evolve, addressing the priorities of industry and government.
 - Emerging Fisheries: The neon flying squid and mackerel/pilchard fisheries had their first commercial season in 1996. While harvests for both fisheries were modest, significant increases are expected in future years.
 - Fisheries Databases: In 1996, programs for the development of biological and other related information systems were implemented for red and green sea urchins, squid, tanner crab,

mackerel/pilchard, and Venus clams. These databases will provide reliable and timely information to support harvest-management decisions for developing sustainable fisheries.

- **Product Diversification:** The 1996 census of B.C. fish processors revealed that significant amounts of fish are being processed into several new and/or unique seafood products. Portioned, dried and salted products – as well as other value-added products such as surimi, paste, balls and fish cakes – were derived from many of the groundfish species in 1996. Farmed salmon sales included substantial amounts of roe products from the three major species (i.e., chinook, coho, and Atlantic salmon). Most products are unique to particular companies, with only halibut cheeks and dried geoduck meat reported by more than three companies. Since 1989, 22 fish-processing companies have diversified their operations, producing more than 80 new products and species. This represents an additional \$6 million in wholesale value to the economy.
- The ministry provided a \$30,000 grant to the Fisheries Council of British Columbia and the United Fishers and Allied Workers Union to develop terms of reference and an implementation plan for founding the British Columbia Seafood Sector Council – an important recommendation of the *1994 Fish Processing Strategic Task Force Report*. The council's objective is to improve the economic health of the seafood industry in B.C. The council will conduct research, education, training and consensus-building activities aimed at fostering labour/management cooperation in the industry.
- Collection and publishing of seafood production statistics included a range of fisheries statistics, the *Canned Salmon Pack Bulletin*, the *Fisheries Production Statistics of BC* and the *BC Seafood Industry Year in Review*. The branch also provided statistical analysis on provincial and federal data, as requested.
- Cabinet approved development of a plan to double the Crown land tenured for shellfish farming over a 10-year period. A federal study had indicated that the market could absorb the additional product from such an expansion. Staff have almost



completed the Shellfish 2000 Strategy, which reviews industry-identified constraints to the development of shellfish farming, as well as proposed actions to reduce or remove those constraints.

- The Fisheries Development and Diversification Program approved and facilitated \$700,000 in cost-shared fish-processing development projects.
- The foundation of British Columbia's approach to responsible, sustainable, economically viable fisheries is the Fisheries Renewal Strategy. The strategy was built around the ministry's long-term goals of growth, profitability and diversification for industry, increased sustainable employment, and sustainable coastal communities.

The Fisheries Renewal Strategy signifies a major step toward B.C.'s equitable, meaningful control over its fisheries resource. Based on coastal communities' needs and input, this strategy – together with the formation of a Fisheries Renewal BC board – will result in a more holistic approach to fisheries management. The objectives of that approach are to sustain the resource, sustain jobs in coastal communities, and sustain jobs in the processing sector through development of new species and products and expansion of markets. Through development of this strategy, the ministry committed to rebuilding the fisheries in a manner that:

- brings decision-making in the fisheries back to British Columbia,
 - builds a shared, long-term vision of a dynamic and viable fisheries for the future,
 - forges new partnerships among all British Columbians who have an interest in fish,
 - actively involves workers and communities in decision-making,
 - creates more stability for the fisheries resource and the sector, and
 - makes fisheries managers more accountable for their management of a "public" resource.
- Much of the year's work was concerned with drafting and finalizing a sound framework for the establishment of Fisheries Renewal BC. That included:



- developing and coordinating implementation of the Fisheries Renewal Strategy,
 - priority initiatives to secure smooth transition to Fisheries Renewal BC, including three key strategies (i.e., communities development, jobs and habitat), and
 - issues management support to the minister and the executive, dealing with issues stemming from the set-up of Fisheries Renewal BC, and reviews, responses and policy advice on renewal-related fisheries initiatives and issues (e.g., the Salmon Fleet Reduction Plan and Pacific Salmon Treaty).
- The ministry issued 656 Aquaculture Licences for marine and freshwater finfish and shellfish operations, 987 Commercial Fishery Licences for fish processing, fish buying, fish vendor and fish brokering operations. It also issued 46 Wild Oyster Picking Permits, 42 Marine Plant Harvesting Licences, and 39 Non-tidal Commercial Fishery Licences.

2b. Coastal Community Development

In January 1997, the minister toured 10 coastal communities, including Alert Bay, Prince Rupert and Powell River, and communities on Vancouver Island and in the Vancouver area. In February he visited the Queen Charlotte Islands, Bella Bella and Bella Coola. From feedback received in all of those communities, ministry staff then worked with specific coastal communities to formulate plans for meeting the challenges facing the fishery resource, the local economies, and the viability of seafood business interests.

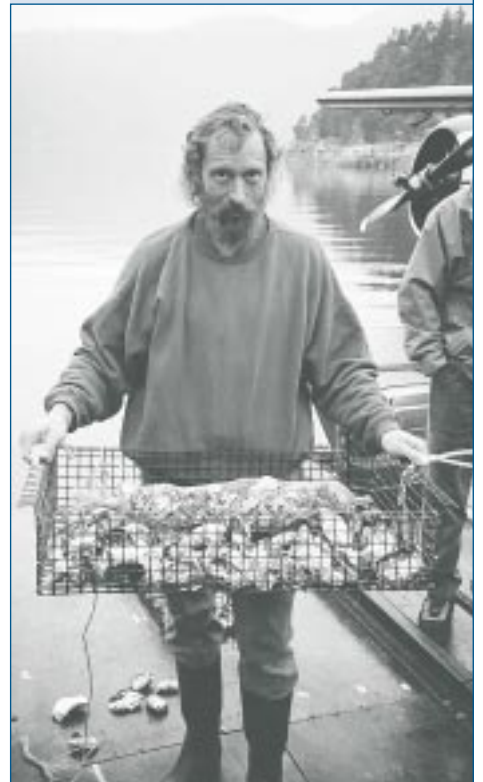
- Other important work included:
 - facilitating the investigation and testing of local co-management models for fisheries, including community development quotas, and
 - assisting coastal community planning and issues resolution under the *Farm Practices Protection (Right to Farm) Act*.
- The 1996 commercial seafood harvest from wild and farmed sources was 252,300 tonnes, valued at \$590 million. The wholesale value of all British Columbia seafood products generated a total of

\$970 million. The composition of seafood produced has changed, with lower wild salmon and herring harvests offset by higher farmed salmon, shellfish and groundfish harvests, and increased value-added processing.

- British Columbia's farmed salmon industry continued to exhibit steady growth in 1996, producing 26,700 tonnes. This represented 44 per cent of B.C.'s total salmon harvest for the year. Farmed salmon generated a landed value of \$155 million, or 62 per cent of the total landed value of B.C. salmon in 1996, compared to the commercial salmon harvest value of \$96 million. The increased production also meant that, for the first time, the wholesale value of farmed salmon was comparable to the wholesale value of wild-caught salmon – both were estimated at \$170 to \$180 million.

2c. Human Resource Issues

- In 1996, the province designated seven fishing-related industries as “strategic”: the saltwater fishing industry, the inland fishing industry, services incidental to fishing, the fish-products industry, other textile-products industries, the boat-building and -repair industry, and fish and seafood wholesale. The Job Protection Commissioner's analysis of the Mifflin Plan identified these industries as those most directly impacted by a combination of poor salmon returns and the plan's implementation. The designation enabled the Job Protection Commissioner to develop economic plans for businesses within those industries.



3. FOOD INDUSTRY DEVELOPMENT

High-quality local agri-food and fisheries products have produced an extraordinary opportunity in British Columbia: local preference. Building on that, the industry has created for itself a competitive advantage despite the challenges and increasing pressures from food producers and retailers outside of the province.

The ministry's comprehensive "gate-to-plate" approach is helping industry become more self-reliant and stronger through diversification, strategic alliances, job creation, and value-added opportunities.

3a. BUY BC

"The Best Things in Life are BC"

The BUY BC Program was initiated to increase, within British Columbia, the recognition and use of British Columbia food, fish, beverages and agricultural products throughout the entire agri-food chain, including producers, processors, distributors, food service operators, retailers and consumers.

The program focused its efforts during 1996/97 on B.C. product identification, increasing consumer awareness and building preference for B.C. products.

- With a total of \$752,440 in cost-shared funding, BUY BC activities during the year included:
 - coordination of 15 major projects with industry associations and partnerships,
 - an exceptional 90 per cent involvement rate across all eligible sectors in partnership promotions,
 - comprehensive communications, public and media relations campaigns generating widespread public and media interest and support from all major retailers and food service distributors for BC Food and Beverage Month,
 - launch of the new BC Cuisine initiative to increase use of B.C. products. A booth was used to promote B.C. products to hotel, restaurant and institutional food buyers at trade shows and events, and point-of-sale materials were developed for restaurant promotion. Staff participated in the Northern Bounty II Canadian Food Symposium and the Western Canada Food and Beverage Show, and maintained key relationships with industry groups such as the B.C. Chefs Association, the

FAST FACTS

B.C. FOOD & BEVERAGE PROCESSING	1996
Processors	618
Direct employment	22,100
Value of shipments (\$millions)	\$4,331

Food Service Executives Association, the Restaurant and Food Services Association, Cuisine Canada, and the American Marketing Association, and

- maintaining shelf identification for 4,500 B.C. products in 249 grocery and 219 liquor stores. Ministry staff met regularly with food service executives, retailers and distributors to encourage ongoing support. Partnership activities and awareness were regularly updated, measured and evaluated.

In evaluations, 90 per cent of consumers said that they would buy local products if price and quality are equal, and 80 per cent wanted to see B.C. food products more clearly identified. BUY BC is the best integrated, cross-industry approach to raising consumer awareness of the availability and diversity of local food and beverage products.

3b. Defining Markets and 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 food industry companies, councils and workers.

- Ministry staff monitored, analyzed and relayed market and industry business information through appropriate reports or presentations. This involved supplying and maintaining access to relevant data on current markets and domestic, external and competing suppliers within the horticulture, meat, poultry, dairy, seafood and beverage sectors.
- A marketing plan for selling the *B.C. Food Processor's Reference Manual*, was completed and a food industry directory was prepared for distribution to 3,000 domestic and international food buyers. A directory of B.C. produce buyers, wholesalers and food service distributors was prepared, and a related directory of fresh produce suppliers was updated and distributed to 600 North American produce buyers.
- Ministry staff attended major international food production and marketing events, bringing valuable intelligence on markets, supply, value-added, technology and industry trends back to the agri-food industry in B.C.

FAST FACTS

B.C. FOOD SERVICE	1996
Food service establishments	8,582
Sales (\$billions)	\$4.6
Employment	106,500



- An important ongoing responsibility of ministry staff during 1996/97 was counselling and providing consensus-building services to industry organizations, steering committees and individual firms, to help them implement effective marketing and business development strategies.
- Ministry staff participated in the Skeena Watershed Committee's Ocean Ranching Mission to Alaska, and provided business and marketing analysis on the feasibility of ocean ranching.

3c. Industry Trade Competitiveness

During 1996/97, considerable ministry resources were devoted to identifying industry trade opportunities and challenges, making policy recommendations on behalf of industry, and clarifying trade rules and practices for B.C. producers and processors.

The ministry also advised various levels of government on effective industry development strategies to stimulate positive policy and program changes and to help build a competitive, profitable food industry that is able to compete in provincial, national and global markets.

- Ministry staff provided provincial policy positions for the World Trade Organization (WTO) Ministerial Conference in Singapore. Trade ministers endorsed a work plan for the WTO Committee on Agriculture with an aim to concluding negotiations on a substantial new agriculture trade reform agreement by 2002.
- The work of ministry staff was instrumental in encouraging the federal government to request a WTO panel to review Australia's ban on fresh and frozen B.C. salmon.
- Ministry staff were among the core contributors of technical and trade policy advice to the successful federal/provincial "Team Canada" defence of Canada's poultry and dairy tariffs, challenged by the U.S. under the North American Free Trade Agreement (NAFTA). A NAFTA panel ruled 5-0 in Canada's favour.
- At the 1996 National Agriculture Ministers' Conference in Quebec, ministry staff delivered a response to the federal removal of the *Western Grain Transportation Act (WGTA)*. As a result, the prairie

FAST FACTS

B.C. FOOD & BEVERAGE EXPORTS (\$MILLIONS)	1996
Primary & processed fish	\$837
Primary & processed agriculture	793
Beverages	87
Total	\$1,717
Interprovincial exports	\$1,127

farmers are producing more chickens and eggs, which puts increased pressure on B.C. farm production and markets.

Policy materials were also provided to help ministers reduce governmental overlaps in export market development. Emphasis will be on improving market access and pursuing investment opportunities.

- Other highlights of trade competition advances in 1996/97:
 - More than 150 B.C. industry stakeholders were consulted on increased interprovincial trade, prior to revisions to the Agreement on Internal Trade.
 - The ministry supported industry efforts to restore access to the U.S. market for B.C. sugar products.
 - Ministry staff completed an internal study on expanding value-added opportunities in the B.C. agri-food industry.
 - B.C. was again the provincial co-chair of the Federal/Provincial Agricultural Trade Policy Committee, and ministry staff actively participated in the committee's work.
 - Extensive strategic and trade policy support and advice was provided for Fisheries Renewal BC initiatives in the salmon, shellfish and groundfish sectors.

3d. Intergovernmental Relations

Agriculture is one of only two areas that enjoy joint federal and provincial jurisdiction in the Canadian *Constitution* (the other area is immigration). Consequently, the ministry works closely with Agriculture and Agri-Food Canada and the other provinces in developing policies and designing programs.

Ministry staff co-chaired the Federal/Provincial Assistant Deputy Ministers (ADM) Policy Committee again in 1996/97, resulting in an improvement in the committee structure, greater neutrality of federal support services, and an enhanced agenda-setting role for the provinces.

This directly contributed to a more significant voice for the provinces in determining program direction for safety nets, and for obtaining a better share of federal

FAST FACTS

VALUE OF B.C. FOOD SALES (\$BILLIONS)	1996
Food consumed at home	\$8.9
Food away from home	4.7
International exports	1.7
Interprovincial exports	1.1
Total	\$16.4



expenditures. The new three-year safety-net agreement increased the provincial share of federal expenditures from an average of \$10.5 million per year – out of a federal budget of approximately \$1 billion – to an average of \$20.6 million, from a federal budget of \$600 million. It also resulted in a higher profile for other issues of concern, such as food quality and interprovincial investment affecting the location of processing.

In addition to the ADM Policy Committee and specific working committees, ministry staff contribute to the following joint federal/provincial/territorial bodies:

- Ministers of Agriculture,
- Deputy Ministers of Agriculture,
- Trade and Marketing Assistant Deputy Ministers,
- Agricultural Trade Policy Committee (co-chair),
- Market Development Council,
- Agri-Food Inspection Committee,
- Investment Steering Committee, and
- Canadian Food Inspection System Implementation Group.

Each of these policy-related national committees has unique roles and responsibilities. They are valuable forums for discussing issues and preparing options for consideration by the respective governmental decision-makers.

FAST FACTS

B.C. RETAIL GROCERY	1996
Food stores	3,746
Food sales (\$billions)	\$8.7
Employment	55,700

Increasingly discerning consumers demand premium-quality, safe food with more variety than ever before. At the same time, the public, led by interest groups, requires that this food be produced without jeopardizing animal welfare or adversely impacting the environment. From beyond our borders, global pressures and shifts demand that producers and processors react quickly to health and safety issues to maintain their market standing.

- The ministry's Animal Health Centre in Abbotsford provides the only complete diagnostic service for farmed animals in B.C. It also provides some diagnostic services to aquaculture, for wildlife, and to pet owners.

This year, the Centre received a certificate of accreditation as a full-service laboratory from the American Association of Veterinary Diagnosticians, only the second such certification awarded in Canada. This honour – awarded after extensive documentation and detailed on-site inspection by a panel of three U.S. experts – is a credit to the ministry, to government, and to the agriculture industry partners who have supported the Centre.

Of particular note this year were the Centre's investigations of:

- *Neospora* species, a protozoan parasite causing increasingly frequent abortions among dairy cattle. For the first time, the disease was also diagnosed in beef cattle. Investigation is concentrated on identifying the parasite's intermediate host, to facilitate prevention and control,
- *Coxiella burnetti*, the cause of abortion in a goat herd. This organism causes "Q" fever, a serious infection to humans,
- an outbreak of sore mouth in horses in northwestern B.C. Extensive investigation by the Centre and ministry Health Management veterinarians identified the cause as an irritant – most likely in the animals' feed – not an infection, as was initially thought, and
- certain disease outbreaks in fish, for which a project was set up to establish a serum chemistry database for farmed fish.

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- Under the ministry's Livestock Ownership and Regulatory Program, inspections during 1996/97 totalled 421,375 cattle and 5,106 horses – both increases over the previous year. In addition, program staff licensed and bonded 140 livestock dealers, 47 slaughterhouses, and 14 sale yards. They also licensed 40 dealer agents, 37 hide dealers, 14 sale-yard yardmen, and 80 auctioneers.

This program was one of the areas most affected by the ministry's restructuring: the ministry decided to discontinue providing these services for the first time in approximately 100 years. However, the cattle and horse industries indicated their interest in developing a private program to provide brand registration and inspection services, so the ministry will continue to provide these services until a private program can be developed.



Natural resource stewardship continued to influence activities and practices throughout the agriculture, fisheries and food sectors during 1996/97.

Ministry programs focused on promoting widespread “best management practices,” implemented in close cooperation with specific industry sectors and 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 (IPM) is the management of pest populations by using a balance of cultural, biological, genetic, chemical or other control methods. British Columbia has become a world leader in development and use of IPM for protection of agricultural crops from harmful insects, mites, diseases, weeds and other pests.

During 1996/97, B.C. was also a leader in the implementation of biological weed control. During the year, the ministry, along with other agencies, released more than 20,000 biological control agents (i.e., weed-eating insects) in weed-infested locations across the province, eliminating the need for weed-controlling herbicides in many places.

The British Columbia greenhouse industry now controls 95 per cent 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.

- The Plant Diagnostic Laboratory provided diagnosis and control recommendations on 1,294 submissions from commercial agriculture during 1996/97. Recommendations are all based on IPM techniques, and accurate diagnosis ensures that the best control measures are taken.
- 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, the ministry began development of an improved IPM strategy for apple growers and pest management consultants.

- 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. Pheromone traps were also evaluated specifically for control of cabbage looper. Pest management programs were developed for tomato psyllid and several greenhouse flower crops.
- Using molecular methods developed by federal government researchers, ministry staff identified a single organism as the cause of 90 per cent of Pythium crown and root rot in managed turfgrass. This knowledge will greatly assist disease management.
- Plant Diagnostic Laboratory staff used another new method developed by the federal government to assess Little Cherry Virus for small-scale field sample testing. Accurate detection is critical to effective disease management.
- Ministry trials showed that greenhouse tomatoes become infected with a new race of Fusarium crown and root rot when grown in rockwool under stress conditions. Management techniques developed by staff allow effective IPM control.
- Selected bee stock which is resistant to tracheal mites was widely distributed among B.C. beekeepers. Although the tracheal mite is still a honeybee pest, it is now no longer regarded as a serious threat to B.C. honeybee populations.
- Ministry staff have contributed significantly to the development of improved formic acid application techniques for the control of parasitic mites. These techniques have been adopted throughout B.C. and Canada. Further research trials are being carried out to develop slow-release application methods that will enhance IPM control of parasitic mites.
- The ministry applied GPS/GIS (Global Positioning Systems/Geographic Information Systems) technology for monitoring and mapping releases of biological agents for noxious weed control. By the end of the year, 56 bio-agents had been released on 26 weed species.



- In the first year of a two-year on-farm program, ministry staff in the Fraser Valley and the Lower Mainland trained six consultants in pesticide-sprayer calibration and tune-up. This “train-the-trainer” phase involved 10 farms. The program, which concentrates on safety and proper application of pesticides, is supported by other government agencies and farmers’ groups.

5b. Fisheries-Related Stewardship Initiatives

- Ministry staff, in cooperation with industry and regulatory agencies, initiated a two-year study to investigate the best available technologies to improve the effluent stream being discharged to the environment, reduce water usage and improve the cost effectiveness of fish processing, and to enhance the protein recovery from the effluent stream.
- Gear-selectivity trials were conducted to investigate possible technical solutions to bycatch problems in the commercial sector. Government-funded projects with the shrimp beam trawl, groundfish trawl, salmon purse seine, and gillnet sectors provided encouraging results for addressing this issue.
- The ministry’s inspection and enforcement services conducted more than 200 field visits to shellfish and finfish farms to assist in operational compliance with development plans, appropriate production levels, and biophysical and health factors. As well, more than 400 aquaculture and commercial fisheries facilities, fish-buying stations, and harvesting and growing operations were inspected.



The ministry's administrative units and functions support all programs and strategic priorities. In doing so, they are critical to the efficient and effective operation of the ministry and to the delivery of its programs.

Corporate Planning Unit

As increasing demands are placed on decreasing government resources, better and more-measurable accountability has new importance. For that reason, the ministry's Corporate Planning Unit devoted considerable time and effort during 1996/97 to annual business and human resource planning, to help guide effective and efficient delivery of services through the branches and divisions.

An indication of the unit's – and the ministry's – success was provided in the Auditor General's spring 1997 *Progress Report on Enhancing Accountability and Performance in the B.C. Public Sector*:

“Formal planning is often the mark of a forward-looking organization. Here is one ministry that has developed a strong planning culture:

For over seven years now, the Ministry of Agriculture, Fisheries and Food has involved staff and key client groups in defining the long-term direction of the ministry. Business plans are developed with assistance from all staff and the link between business planning and strategic planning is clear and direct. Branch plans include program objectives and goals, identify performance expected of them but, as business managers, Assistant Deputy Ministers are held accountable that everyone speaks the same language and shares the same understanding of the ministry's corporate and operational business direction. Ministry staff acknowledge that their achievements in planning are largely due to the unequivocal support of their executive.”

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Information and Privacy Unit

During 1996/97, 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).

In 1996, 66 FOI requests were processed by the unit. Requests came from individuals, political parties, businesses, media and special interest groups, and ranged from Treasury Board submissions and meeting minutes to internal staff correspondence.

Personnel Branch/Employment Equity

The Personnel Branch is responsible for supporting delivery of the ministry's strategic priorities by providing services and advice in human resource recruitment, selection, organization, classification, training, development, and occupational health and safety. It also represents the ministry in labour relations.

As a result of the ministry's restructuring initiative in 1996/97, the branch spent most of its time dealing with human resource issues, particularly the reduction of 90 staff positions.

Employment equity initiatives during 1996/97 were ongoing, particularly in outreach activities to identify and remove barriers to developing a workforce that is sensitive to and reflects the diversity of British Columbia.

Information Technology Branch

In this fiscal year, the Information Technology Branch continued its implementation of the Strategic Systems Plan, which is designed to improve the efficiency of the ministry's operations and help develop information for agri-food stakeholders. By the end of 1996/97, the ministry's computer operations had been successfully moved from an outdated and expensive mainframe-based environment to a networked personal computer platform. The ministry's Internet site was also well established during that period.



Administration and Finance Branch

The branch provides the ministry with a sound administrative foundation in support of programs for which the ministry is directly responsible. This includes providing advice and support, as well as all accounting, budget planning, financial reporting and analysis, and facilities support functions.

During 1996/97, in addition to meeting all of its regular responsibilities and all Treasury Board/central government budget control and management directives, the branch provided the facilities support services for the ministry's downsizing/restructuring initiative. Those included office consolidations and closures, staff relocations, and telecommunications issues.

	(\$)
Sales and Service Fees	
Sale of publications	\$5,682
Seminars and workshops	1,287
Subtotal	\$6,969
Investment Income	
ALDA (Agricultural Land Development Account) – interest on loans	\$795,610
ALDA – grant recovery concessionary loans	773,352
Gain/Loss on conversion of foreign exchange	18,847
Interest on overdue accounts (<i>Financial Administration Act</i> , section 17)	1,625
ARDSA (Agri-Food Regional Development Subsidiary Agreement)	9,553
Subtotal	\$1,598,987
Miscellaneous Revenue	
Agricultural Land Commission	\$7,573
Recovery – prior-year expenditures	1,894,428
Crop Protection Branch	–
Miscellaneous receipts	40,586
Marketing Board appeal fees	1,907
Recovery – prior-year write-offs	–
Subtotal	\$1,944,494
Fees and Licences	
Livestock fees and licences	\$502,342
Aquaculture and commercial fisheries licences and fees	400,917
Agricultural Land Commission application fees	203,575
Veterinary laboratory fees and licences	141,118
Miscellaneous agriculture fees and licences	34,818
<i>Livestock Protection Act</i> – dog licences	13,090
Subtotal	\$1,295,860
Contributions from Federal Government	
Crop Insurance – administration cost recovery	\$1,800,882
Green Plan	908,072
National Farm Business Management	–
Revenue Protection Plan – administration cost recovery	–
4-H Clubs – Canada Share	–
Subtotal	\$2,708,954
TOTAL MINISTRY REVENUE	\$7,555,264

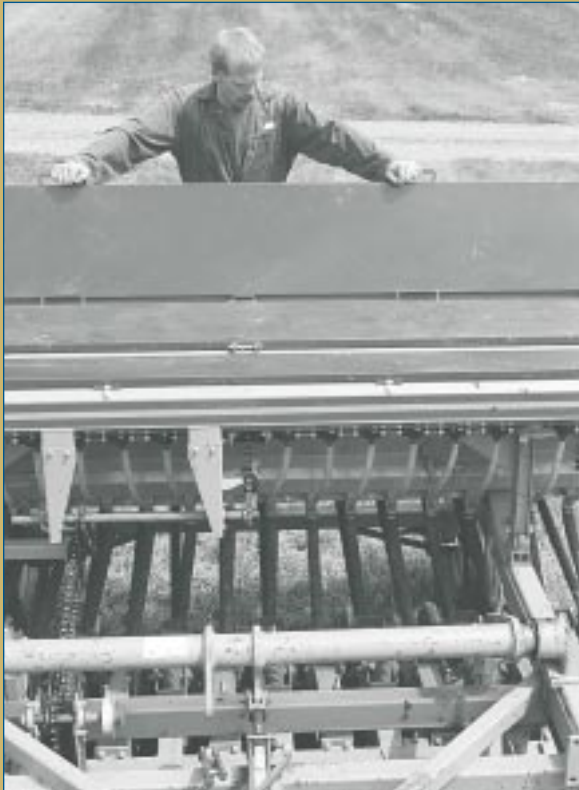
	(\$)
Minister's Office	\$373,633
MINISTRY OPERATIONS	
Deputy Minister's Unit	
Deputy Minister's Office	\$728,890
Policy and Legislation Services	1,214,579
Communications Branch	690,909
Subtotal	\$2,634,378
Corporate Services Division	
Office of the Executive Financial Officer	\$268,006
Information and Privacy Unit	119,519
Corporate Planning Unit	216,488
Internal Audit	47,516
Administration and Finance Branch	3,314,192
Information and Technology Branch	1,692,293
Personnel Branch/Employment Equity	529,619
Columbia Basin Trust ¹	2,000,000
Subtotal	\$8,187,633
Financial Development Programs	
Administration	\$2,017,863
Partners in Progress	756,384
Revenue Protection Plan – administration	18,300
– recovery	(9,150)
– premiums	22,681
Subtotal	\$2,806,078
Agriculture Risk Management	
Crop Insurance	
– administration	\$3,051,258
– recovery	(1,800,881)
– premiums	2,203,988
Net Income Stabilization Account (NISA)	4,978,086
Subtotal	\$8,432,451
Fisheries and Food	
Assistant Deputy Minister, Fisheries and Food	\$754,387
Fisheries Renewal initiative	803,464
Fisheries and Food – administration	243,811
Aquaculture and Commercial Fisheries Branch	3,360,339
Aboriginal Affairs	788,050
Food Industry Branch	1,131,964
Trade Competition Branch	408,012
Food Industry Market Development	1,360,666
Quality Wine and Grape Development Program	400,000
Subtotal	\$9,250,693

Agriculture

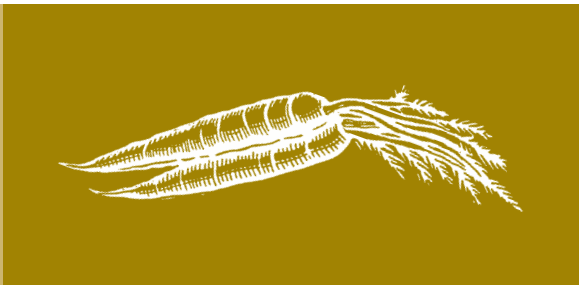
Assistant Deputy Minister, Agriculture	\$556,094
Agriculture – administration	2,108,165
Resource Planning	479,137
South Coastal Region	3,976,618
North Central Region	1,943,983
Southern Interior Region	2,770,594
Farm Management Agreement	851,415
4-H Program	367,447
Resource Management and Planning Branch	1,674,835
Extension Systems	378,457
Research and Horse Industry Program	10,974
Field Brand Inspection	1,001,185
Animal Health	2,525,143
Rural Organization	25,966
General Grants	661,355
Crop Protection	2,371,026
Applied Research and Technology	127,429
Game Farming	214,428
Grazing Enhancement Fund	2,340,000
Subtotal	\$24,384,251
SUBTOTAL MINISTRY OPERATIONS	\$55,695,484
Provincial Agricultural Land Commission	\$2,764,662
British Columbia Marketing Board	628,685
Okanagan Valley Tree Fruit Authority	2,880,000
TOTAL VOTED EXPENDITURES	\$62,342,464
Special Accounts	
ALDA (Agricultural Land Development Account)	–
Livestock Protection	\$8,415
Grazing Enhancement Fund	967,918
Less transfer from the Vote	(2,340,000)
Other Statutory Expenditures	
<i>Cattle (Horned) Act</i>	\$14,600
TOTAL MINISTRY EXPENDITURES	\$60,993,397

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

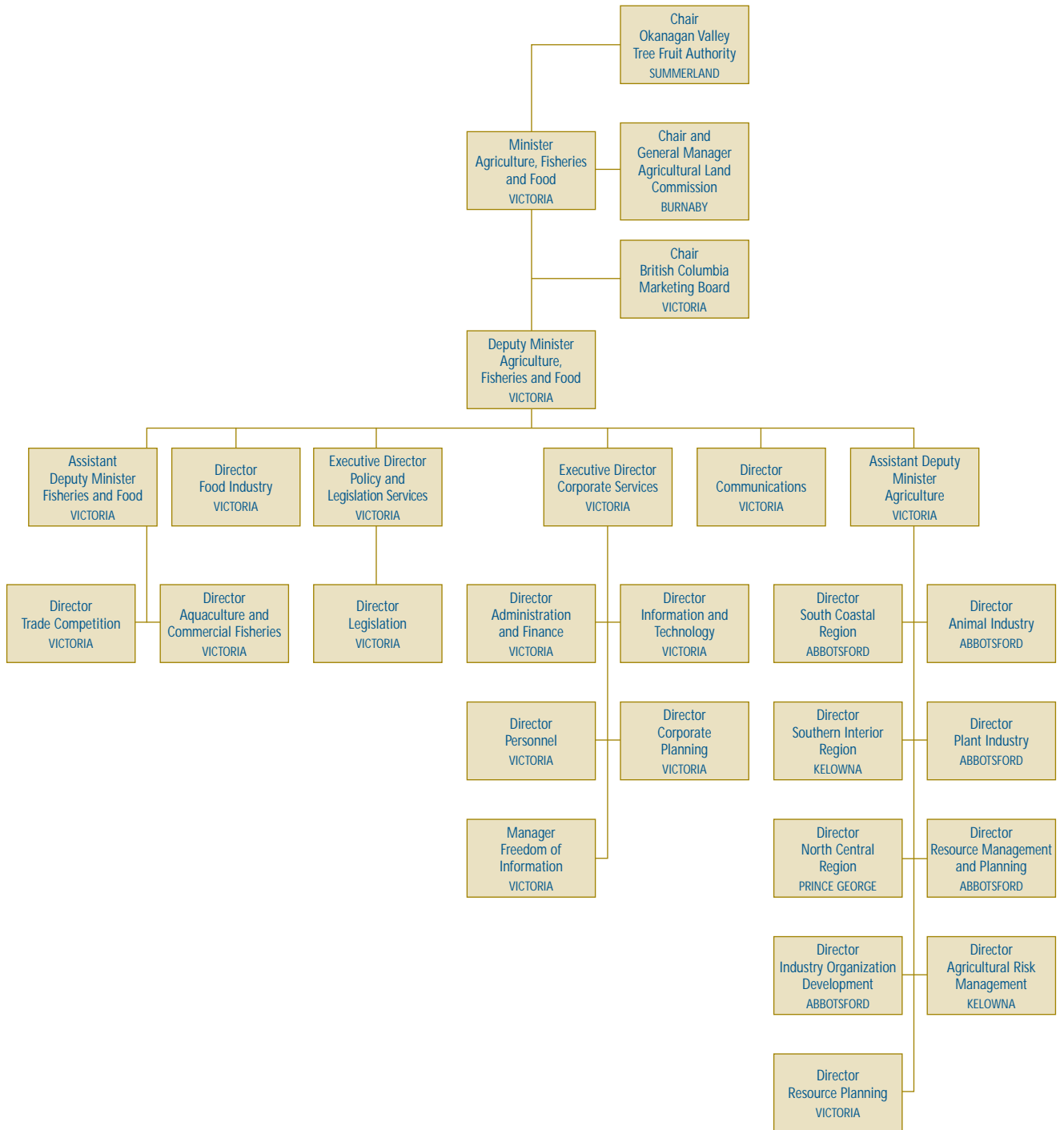




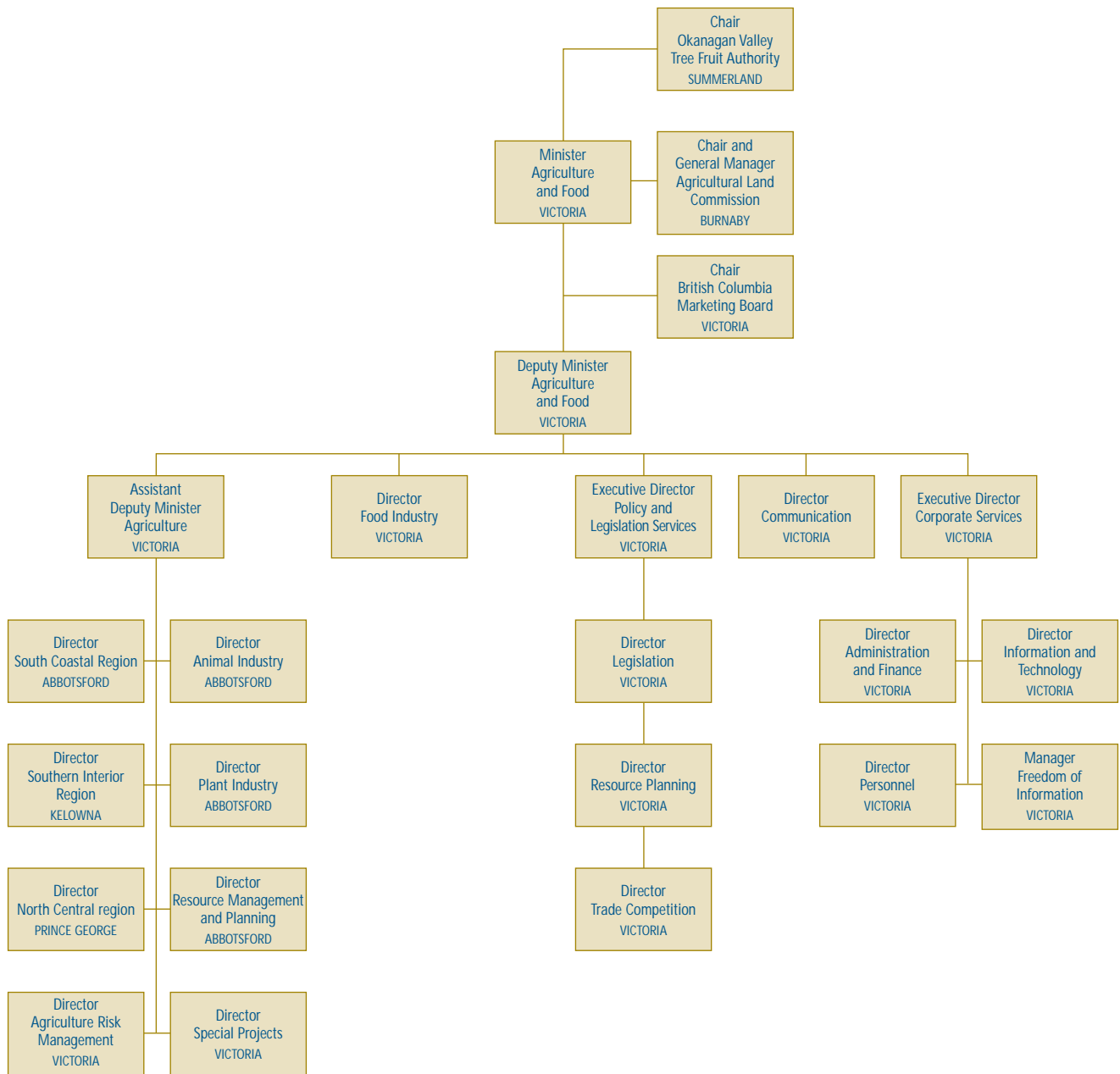
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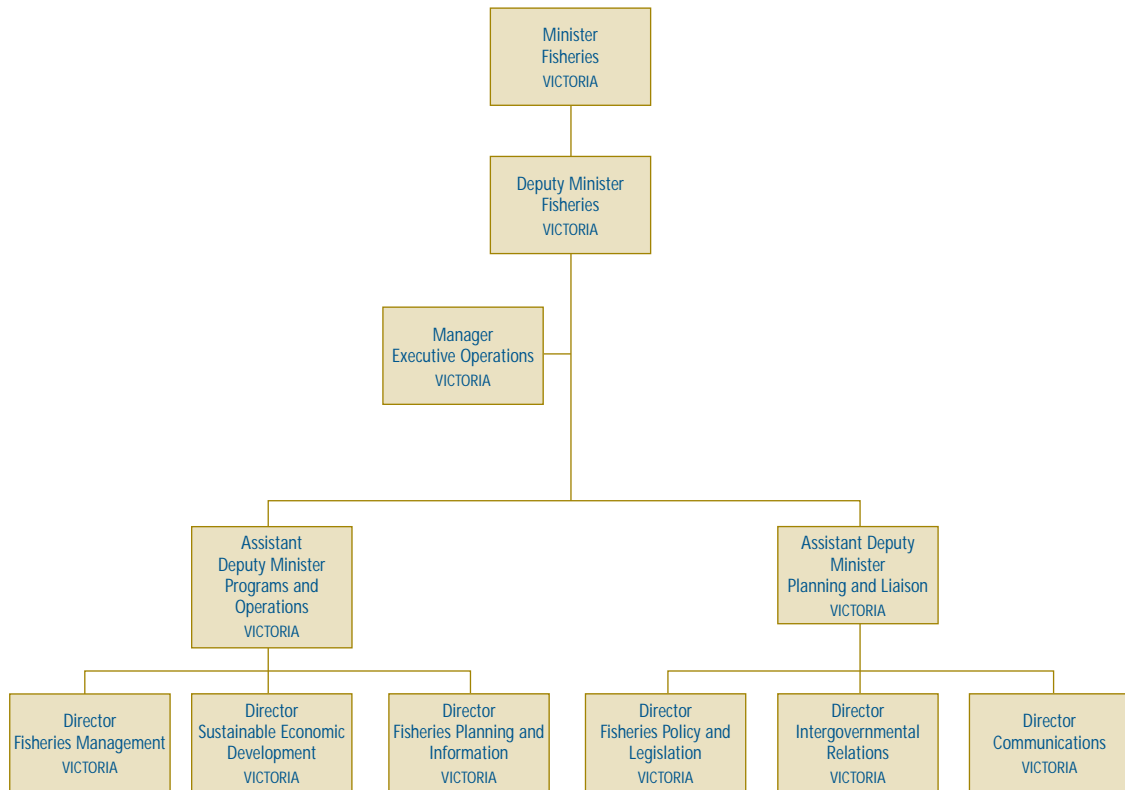
Ministry of Agriculture, Fisheries and Food
Organizational Chart: April 1, 1997 to February 18, 1998



Ministry of Agriculture and Food
Organizational Chart: February 18, 1998 to March 31, 1998



Ministry of Fisheries 1997/98
Organizational Chart: February 18, 1998 to March 31, 1998



Continuing its efforts to present activities and accomplishments in a consistent, measurable and publicly accountable fashion, the ministry's work during 1997/98 is reported in this part of the two-year annual report under the five strategic priorities that it originally developed in 1995/96:

- Agriculture Industry and Rural Community Development
- Fish Industry and Coastal Community Development
- Food Industry Development
- Food Quality and Safety Management
- Natural Resource Stewardship

These five priorities were consolidated, during the year, into two:

- industry development, which supports industry value-added initiatives, competitiveness, investment and job creation, and
- resource management, which supports resource management and stewardship programs in order to maintain and protect land and water resources for agriculture, fisheries, and food processing.

FAST FACTS

B.C. AGRI-FOOD CHAIN*	1997
Employment	257,200
*Includes primary fishing.	



1. AGRICULTURE INDUSTRY AND RURAL COMMUNITY DEVELOPMENT

THE MINISTRY FOCUSED ITS EFFORTS IN 1997/98 ON DEALING WITH ISSUES IN EFFICIENT LAND USE AND MANAGEMENT, CHANGING TECHNOLOGY, AND ENVIRONMENTALLY RESPONSIBLE FARM AND PROCESSING PRACTICES.

Again during 1997/98, the agriculture industry in British Columbia felt the effects of changes a world away and right next door. Fluctuating global markets, urban encroachment, and greater competition for markets and resources all forced B.C. producers and processors to be more savvy in their approach and more sustainable in their practices.

For the second consecutive year, weather conditions made it very difficult for some B.C. farmers to reap the rewards of their hard work. Hail, wind, floods and snow took a toll on crops around the province, from Vancouver Island to Fort St. John.

Still, partnerships produced significant steps forward in improving productivity over the long term, implementing innovative new methods, and conserving water and soil quality while pursuing diversified agriculture opportunities.

Government-wide restraint measures have accelerated the ministry's change in direction, urgently moving everyone closer to the goal of a stronger, self-sustaining industry. New ministry programs were created and others realigned to support two strategic objectives: industry development and resource management.

The ministry focused its efforts in 1997/98 on dealing with issues in efficient land use and management, changing technology, and environmentally responsible farm and processing practices. Ministry staff continued to help foster greater agriculture industry competitiveness by encouraging industry diversification and job creation.



1a. Agriculture Industry Development

Continuing their intensive work from 1996/97 to provide a positive climate for growth in the agriculture industry, ministry staff concentrated this year on ensuring that each specific agricultural sector benefitted from more-efficient use of ministry and other available resources. Development activities built on the solid agricultural foundations in B.C.: a secure, high-quality agricultural land base, proximity to local markets, a skilled and dedicated workforce, strong trade networks, and a tradition of business acumen and technical innovation.

- Ministry staff continued to work closely with tree fruit growers in the province to provide an improved understanding of the changing market, emerging genetic technology, and steps required for financial success.

Orchard revitalization activities met with increasing support and participation. An additional \$500,000 in funding was secured for the Orchard Replant Program under the ministry's Tree Fruit Revitalization Strategy, allowing 374 growers – a 35 per cent increase over 1996/97 – to replant an estimated 435 hectares, almost double the area of orchard replanted the previous year. A Memorandum of Understanding signed by the provincial government, the Okanagan Valley Tree Fruit Authority and the B.C. Fruit Growers Association outlined the provincial government's commitment to ongoing support for the program of \$2 million annually to 2000.

- Technical support remains a key ministry activity, since information and technology transfer helps producers become more competitive and self-reliant. Over the year, industry fact sheets, production guides, and ministry participation at trade shows, short courses and industry association meetings encouraged greater interest among industry operators in new and innovative practices, value-added opportunities, and marketing techniques.
- As the ministry continues to decrease its direct financial support for the sector, industry partnerships and public appreciation for the value of agricultural activities and agri-food production are key ingredients in developing an environment of sustainability and growth. By participating in farm

FAST FACTS

B.C. AGRICULTURE	1997
Farms	21,835
Direct employment	33,300
Farm cash receipts (\$millions)	\$1,765

markets and fairs, exhibitions, classroom displays, marketing promotions, and youth development initiatives, ministry staff continued in 1997/98 to bring a greater understanding to all British Columbians of the importance of agriculture to the economic and social health of the province.

A presentation on B.C.'s agriculture awareness activities was given in August 1997 at the annual meeting of the Agricultural Institute of Canada, in Truro, Nova Scotia. Ministry staff also participated in a national committee set up to deal with issues of agriculture awareness and public perceptions about food prices, quality and safety, technology, sustainable production practices, and land use. A strategy for presentation to all provincial agriculture ministers was developed to coordinate work on enhancing special events such as National Agriculture Week, and provincial Agriculture in the Classroom programs.

During 1997/98, ministry staff continued their strong participation in support of Agriculture in the Classroom Foundation activities. Agriculture in the Classroom Week in September 1997 kicked off with a highly successful agriculture day at a Burnaby elementary school, involving farm animals, machinery, and classroom activities. Future resources will be invested in developing teacher and classroom materials in direct consultation with teachers.

- Communications continued to support agricultural activities throughout the year among pivotal audiences and stakeholder groups, including industry, the public, other government agencies, and the media. One of the most important aspects of Communications' work in 1997/98 was gathering feedback on the ministry's key initiatives and changes in strategic priorities.

1b. Industry Financial Support and Development

The ministry continued to work closely with the agricultural sector during 1997/98 to stimulate sustainable development. By focusing government and industry funding commitments for maximum gain, the ministry hopes to accelerate the move to stronger and self-sustaining agri-food and fisheries sectors.



A comprehensive agriculture initiative was launched in November 1997 to help farmers recover from the financial impact of crop failures caused by weather disasters for two consecutive years. In 1997 alone, the estimated effects of hail, wind and floods in many parts of the province resulted in industry losses of more than \$70 million. Extremely wet conditions prevented many farmers from being able to harvest fall crops or plant in the spring. In response, the ministry continued to support a combination of insurance and income stabilization measures for B.C. farmers. Agriculture, Fisheries and Food held meetings in regional centres around the province to inform farmers about the ministry initiative to help them recover from devastating weather-related crop failures.

- The new Farm Distress Operating Loan Guarantee Program offered to support as much as \$18 million in total credit to the farmers of British Columbia from financial institutions. A loss-provision fund was established for farmers in designated areas where unpredictable weather caused considerable crop damage this year, including:
 - the Peace River Regional District for grain, oilseeds and fescue seeds,
 - the Okanagan Valley Tree Fruit Authority area (including Creston) for tree fruits,
 - the lower Fraser Valley (i.e., from Hope west, including Pemberton) for field vegetables, potatoes and berries, and
 - Vancouver Island for field vegetables, potatoes and berries.
- A two-year pilot Whole Farm Insurance Program was launched, with \$10 million funding in each year. The program is linked directly to income tax information. Farmers are able to calculate their entire agriculture losses for the 1997 tax year at the same time as they calculate their income tax returns for the year. The program's launch included a dedicated 1-888 telephone line to speed responses to farmers needing advice and program guidelines.
- The joint Canada/B.C. "Basic Plus" Crop Insurance Program, offered for the first time in 1997, continued to evolve based on farmers' needs and input. It was offered again in 1998, covering 29 crops under plans



for tree fruit, grapes, berries, grain, forage and vegetables. For the 1997 crop year, total coverage amounted to \$149 million on 4,500 policies. Premium revenues totalled \$7.8 million, and \$17.6 million was paid out in crop insurance claims to insured farmers to cover crop damage.

- The Net Income Stabilization Account (NISA) continued to be offered as a joint federal/provincial farm income stabilization program to provide for years of low farm income because of market conditions or natural disasters. Money deposited into a fund by farmers is matched by both governments, to give added protection to farming families and communities and minimize the need for less-efficient, ad hoc government funding. In the 1997 tax year, the province contributed more than \$2.6 million to NISA accounts.
- Since 1994, the Partners in Progress Program has stimulated competitiveness, sustainability and self-reliance in the agriculture, fisheries and food industries through the formation of effective and beneficial partner groups. Such partnerships are an effective tool for industry development and issues resolution.

In 1997/98, the ministry contributed \$1.4 million in funding to 49 approved projects with a total value of more than \$5 million. These projects were promoted across the province to increase public and industry awareness and participation in the program.

- Under the Industry Innovations Program, 74 projects received a total of \$530,000 in funding. Projects ranged from genetic engineering studies into improving fungal disease resistance for strawberries and blueberries, to exploration of commercial production of medicinal plants, and commodity-specific product use and market surveys.
- The ministry committed an additional \$7 million to support grazing enhancement projects. The three separate Grazing Enhancement Funds – Cariboo-Chilcotin, Kamloops, and Kootenay-Boundary – will collectively make use of an additional \$1 million per year for the next seven years in range improvement projects such as fencing, water-source development, range reseeding, and research. The Grazing Enhancement Program was established in 1995 to invest in projects that maintain or enhance range

resources in a manner consistent with regional land-use planning objectives.

- The B.C. Investment Agriculture Foundation was established in 1996 as an industry organization to make use of federal funding from the Canadian government's companion and adaptation programs to deliver industry-led research, development and marketing initiatives. This year, the foundation approved 40 projects with a total value of \$7.1 million, to which the ministry committed funding of nearly \$2.2 million.
- The ministry provided \$2 million – which matched an additional \$2 million from the federal government – to finance the Sterile Insect Release (SIR) program in the Okanagan over the next six years. This funding was necessary to secure a long-term funding commitment to the program by the three regional districts and farm industry associations.

1c. Rural Community Development

The following initiatives during 1997/98 helped strengthen farming, support the development of rural communities and family farms, and facilitate more self-directed strategies for growth and development within rural agri-food operations.

- Implementation of initiatives under the *Farm Practices Protection (Right to Farm) Act* remained a high priority across the province. Ministry staff met with local government officials, recorded concerns, and ensured that that feedback was forwarded to the appropriate agencies. Staff were also responsible for completing bylaw standards, finalizing and training agri-teams, and beginning the process of municipal bylaw and plan review to ensure fairness and support to agriculture as the *Act* is fully implemented.
- Direct farm marketing in B.C. has grown dramatically over the past 10 years. Farmers' markets have increased from less than 15 in the early 1980s to more than 65 in 1996. Three major direct farm marketing associations, representing more than 250 farms, are now in place in the Fraser and Okanagan valleys and on Vancouver Island.





In February 1998, Victoria hosted the North American Farmer's Direct Marketing Conference, the first time the conference was held in Canada. More than 1,500 delegates attended. Ministry staff worked closely with the North American Farm Direct Marketing Association in planning and staging the event.

The direct farm marketing industry in British Columbia employs 925 people and creates another 2,800 seasonal jobs each year. The industry generated an estimated \$47 million in 1998 through retail sales, value-added processing, and agri-tourism. The industry supports small and mid-sized farm operations, many family-owned and -operated, by adding value to traditional production.

- As part of ongoing ministry work to support the economic and social development of farming and agricultural enterprise in local communities, ministry staff in 1997/98 continued to develop contacts with First Nations leaders and individuals who are making use of agriculture resources on band lands in the province.
- Ministry staff further supported agriculture community groups that were actively involved in promoting local agriculture economies. Workshops, tours, field days and other experience-sharing events were coordinated and led by regional staff throughout the 1997/98 fiscal year.

1d. Human Resource Development

Agri-food businesses and workers throughout the province continued in 1997/98 to maintain B.C.'s position as a leader in advanced agricultural practices, embracing the challenges and opportunities of a global marketplace. However, the sector recognizes that to keep that edge, it must continue its efforts to develop a vibrant, knowledgeable, adaptable workforce. During the year, the Ministry of Agriculture, Fisheries and Food supported the sector's human resource efforts in a number of important ways.

- Ministry staff provided short courses, seminars and workshops to help attendees from the agricultural sector access new knowledge, sharpen their skills, and successfully incorporate policy reforms, environmental concerns, and market pressures into strong farming and processing practices.

- Staff also provided leadership in the development of new opportunities such as agroforestry, hemp, and specialty crops and livestock enterprises.
- An operating grant of \$73,000 was provided to provincial 4-H clubs. Nearly 3,500 young members and more than 900 adult volunteer leaders belong to 250 4-H clubs across B.C. The ministry supports 4-H services with staff expertise, program development, project manuals, and audio visual training materials. Since 1914, the provincial government has supported 4-H programs – 4-H stands for Head, Heart, Hands and Health – in its promotion of personal growth for youth according to the motto, “Learn to do by doing.”

The Youth Development Program for developing leadership and citizenship qualities among B.C.’s youth continued in partnership with the B.C. 4-H Provincial Council during 1997/98.

A new partnership was successfully launched this year with the Ministry of Education. High school students participating in 4-H club activities can now receive external Grade 11 and 12 credits for their leadership, communication and project skills completed in 4-H.

Also during this year, the 4-H Farm Safety Program blossomed. A 4-H member-designed farm safety poster was distributed widely in rural areas to raise awareness of farm and home safety issues.

Volunteer training built on new agriculture awareness, leadership and career development opportunities, and support was provided to the 4-H Program to develop its future “4-H Into the 21st Century” strategic plan. The focus will be a high-profile and increasingly self-reliant program with new partners and sponsors.

- Information was provided during 1997/98 to farmers and agri-business to improve decision-making and increase profits. Publications, newsletters and fact sheets were developed or updated and distributed. The ministry’s Internet site was updated, and online reference services – such as electronic bulletin boards and discussion groups – continue to offer individuals and industry organizations immediate access to current information, regardless of where they live.



Ministry staff also participated in a federal/provincial committee on “agriculture and the information highway,” with a goal of maximizing effective use and transfer of information to all Canadian farmers and farm families. The committee is working to link all agriculture websites and online resources, and using the technology to more effectively market crop insurance and other joint federal/provincial programs.

On February 18, 1998, the Premier announced the creation of a new provincial Ministry of Fisheries to lead the government's efforts to address a priority concern among British Columbians – the need to renew and sustain B.C.'s commercial and recreational fisheries.

The new ministry will bring together provincial fisheries functions and staff expertise to provide a unified base for B.C.'s fisheries activities and the larger, stronger role B.C. is taking in managing the province's fisheries.

The new ministry also reflects the changing dynamics and challenges affecting B.C.'s fish resources and fisheries, including:

- the need to protect fish and fish habitat from expanding urban and industrial development,
- the impacts that federal restructuring in the commercial fishing industry will have on the lives of thousands of people and their communities,
- the growing economic importance of recreational fishing throughout the province,
- the international growth of aquaculture in the seafood industry,
- the need to develop new, value-added industries to maximize the economic benefits from fisheries resources and diversify fishing communities, and
- the demand for greater public involvement and accountability in fisheries management decisions.

Existing provincial fisheries activities will be consolidated within the new ministry. Approximately 150 Victoria and regional staff, along with operating budgets totalling approximately \$20 million, were transferred from the Ministry of Environment, Lands and Parks, the Ministry of Agriculture, Fisheries and Food, and the B.C. Fisheries Secretariat. In addition, the government committed new funding – through the ministry and through the new Crown agency created in 1997, Fisheries Renewal BC – to support the expanded role the province is taking in managing its fisheries resource.

F A S T F A C T S

B.C. FISHERIES	1997
Active vessels	4,500
Direct employment	7,100
Licensed aquaculture sites	652
Value of landings (\$millions)	\$594

2a. Seafood Industry Development

- The Canada/British Columbia Agreement on the Management of Pacific Salmon Fishery Issues, negotiated by the B.C. Fisheries Secretariat, was signed by Prime Minister Chrétien and Premier Clark in April 1997. The agreement provides new measures to protect fish stocks and habitat, share information, develop jobs in the fishery and determine new roles for fishing communities and stakeholders. It also establishes a framework for the Canada/British Columbia Council of Fisheries Ministers, the Pacific Fisheries Conservation Council, and the Fisheries Renewal Advisory Board. Canada and British Columbia will each provide \$15 million for habitat restoration, along with a commitment to streamline services delivered by the two governments.

Progress has been made on several aspects of the Agreement, with establishment of councils and working groups, including: the Seafood Diversification Committee; the Canada/B.C. Council of Fish Ministers, which met in November 1997; and several working groups formed to address subsections of the Agreement. In keeping with the spirit of the Agreement, the governments joined with stakeholders to develop a comprehensive sector strategy for British Columbia's tidal and anadromous sport fishery, including an overview and status report of the sector, a summary of the input received from the open house consultations and survey, and a proposed vision and action plan.

- After eight months of negotiations, a long-term groundfish management plan was implemented on April 1, 1997. Ministry staff assisted in the negotiations and played a leading role in developing the plan's more innovative features. The plan calls for 80 per cent of the total allowable catch to be allocated as individual vessel quotas. The remaining 20 per cent will be allocated to licensed vessels on a yearly basis based on recommendations made by the Groundfish Development Authority. The Authority is made up of shoreworker, crew and coastal communities representatives. This groundbreaking management plan ensures that the interests of a broad range of industry stakeholders are addressed in an ongoing manner.



- The B.C. Fisheries Strategy was released in May 1997 and outlines a “made in B.C.” vision to renew the Pacific salmon fishery. The strategy aims to help communities develop a wider range of local, fisheries-based employment and business opportunities. The strategy also strives to secure a more substantial role for the province in key fisheries management decisions.
- The provincial Job Protection Commissioner was commissioned by B.C. and Canada to examine the effects of three years of very poor salmon returns and revenues on fishers, related industries and communities. The report will provide an assessment of the current state of the commercial and sport fisheries in British Columbia.
- The British Columbia Seafood Sector Council – which was a recommendation of the Fish Processing Strategic Task Force – initiated a program in cooperation with ministry staff during 1997/98 to improve the viability of domestic seafood processing enterprises by:
 - enhancing in-plant productivity and quality,
 - further developing value-added products, and
 - expanding into new products and species.
- Specific projects undertaken by the seafood processing sector included:
 - developing new secondary fish products such as salmon burgers, hot dogs, sausages, and a variety of consumer-friendly fish entrées,
 - identifying new market opportunities (e.g., in Europe and the U.S.) for traditional species and products,
 - diversifying the seafood sector by developing new products from previously unutilized species such as mackerel and Pacific sardines,
 - technology development and transfer, including designing and demonstrating new equipment and processes for underutilized species such as dogfish, arrowtooth flounder, and squid,
 - innovative approaches to enhance productivity and quality and add value to improve the competitive position of the sector,



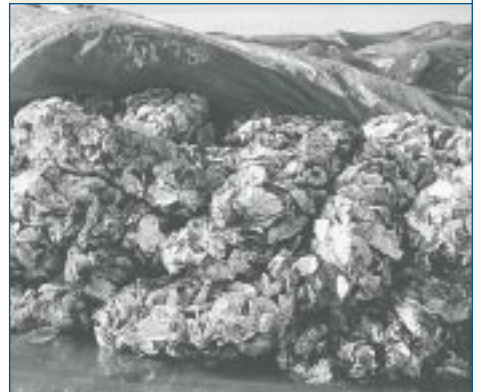
- designing, demonstrating and implementing management information systems, and
 - training and skills development to improve the performance of managers and plant workers.
- The province provided \$150,000 to the Fisheries Development and Diversification Program to encourage research and development in the fisheries sector. The program, in its sixth year, provides funding for projects to develop, transfer and implement fisheries technology. Specific areas of program support include value-added fish processing, new product development, productivity improvements, sustaining and diversifying B.C.'s seafood resource base, and developing environmentally friendly food-manufacturing processes. Program administrative partners are staff from the provincial Information, Science and Technology Agency. Industry and the federal government contribute funds on a project-by-project basis.
 - In July 1997, the *Fisheries Renewal Act* was passed and a board of directors was appointed. In January 1998, following broad consultation, the board approved Fisheries Renewal BC's first Strategic Plan, identifying three priority themes to guide investment: more fish, new fisheries, and higher value/more work. The Crown corporation has an initial budget of \$22.7 million over three years (i.e., to March 31, 2001) which will come, as specified in the *Act*, from Forest Renewal BC.
 - The intent of the Pacific Salmon Treaty – signed in 1985 by Canada and the United States – was to protect salmon from over-fishing and to balance interceptions of salmon that occur in each country's respective fisheries. For several years there has been a dispute between the parties over implementation of the equity principle, and efforts to renegotiate new long-term arrangements have been unsuccessful.

With the breakdown in negotiations, both countries implemented independent fishing actions for the 1997 salmon season. The southern U.S. fleet fished for British Columbia's early Stuart sockeye, while Alaska harvested an unprecedented amount of B.C.-bound Skeena River sockeye. The U.S. interceptions amounted to more than three times what would

have been allowed under the Pacific Salmon Treaty. Canada in turn introduced a “Canada first” fishing strategy, in which British Columbia fisheries took almost 87 per cent of the Fraser River sockeye harvest.

In late July 1997, frustrated British Columbia fishers blockaded the Alaska ferry *Malaspina*, bringing world attention to the issue. On July 23, Prime Minister Chrétien and President Clinton appointed representatives to re-examine the issue and look for ways to reinvigorate the stakeholder process.

- The Nisga’a Agreement in Principle was signed in February 1996. Through 1997/98, ministry staff continued to provide policy support to the treaty process leading up to the final agreement in 1998.
- Shellfish culture biophysical capability assessments were completed for Barkley Sound, Jervis Inlet, the Quadra-Cortes Islands area, the Broughton Archipelago, and the south-central Coast area. These studies are valuable for land-use planning, treaty negotiations, and industry development.
- The ministry issued 696 Aquaculture Licences for marine and freshwater finfish and shellfish operations, and 1,114 Commercial Fishery Licences for fish processing, fish buying, fish vendor and fish brokering operations. Fifty-six Wild Oyster Picking Permits, 48 Marine Plant Harvesting Licences, and 13 Non-tidal Commercial Fishery Licences were also issued during 1997/98, as well as the first licence for the experimental culture of geoducks.



2b. Coastal Community Development

- The 1997 commercial seafood harvest from wild and farmed sources was 287,100 tonnes, valued at \$594 million. The wholesale value of all British Columbia seafood products generated a total of \$982 million. Seafood products derived from species other than wild salmon and herring have become important contributors to the seafood industry. Groundfish and aquaculture species continued to receive high wholesale prices via value-added processing. At the same time, they provided the processing sector with increased opportunities for diversification.

- Farmed salmon production exceeded 40,000 tonnes in 1997 and nearly matched the total landings for wild salmon. The landed (farm gate) value of salmon aquaculture, valued at \$176 million in 1997, represented 30 per cent of the total landed value of British Columbia fisheries.

The B.C. food industry begins with the producer or fisher and ends with the consumer. The linkages encompass more than 208,000 people who harvest, process, package, import, export, distribute, prepare and serve food products valued at approximately \$13 billion annually, of which \$10.7 billion is beyond the farm gate or dock. Product diversity is one of the industry's main strengths.

The B.C. food industry sector is made up of predominantly small-scale enterprises and industry associations that target niche or specialty markets to compete – profitably – in a rapidly changing and highly competitive marketplace. Achieving a sustainable competitive advantage, in order to create wealth and jobs within the province, requires integrated, market-focused strategies for all parts of the sector.

Industry faces business challenges and increasing pressures from food producers and retailers outside of the province. But at the same time, it is now developing a unique competitive advantage within the B.C. market by building on regional preferences for high-quality, local products. Continuing its comprehensive “gate-to-plate” approach, the ministry is helping industry build up its strength and self-reliance through diversification, strategic alliances, value-added opportunities, and job creation.

3a. BUY BC Program

“The Best Things in Life are BC”

The BUY BC Program was initiated to increase, within B.C., the recognition and use of British Columbia food, fish, beverages and agricultural products, from producers, processors, distributors and food service operators, to retailers and consumers. The program has focused its efforts on B.C. product identification, increasing consumer awareness and building preference for B.C. products.

The BUY BC campaign has also played a key role in creating new employment opportunities. A Coopers and Lybrand study estimated that 1,900 direct jobs were created in the agri-food sector because consumers were influenced by the program to buy B.C. food products instead of imported food.

FAST FACTS

B.C. FOOD & BEVERAGE PROCESSING	1997
Processors	713
Direct employment	22,300
Value of shipments (\$millions)	\$4,636

A COOPERS AND LYBRAND STUDY ESTIMATED THAT 1,900 DIRECT JOBS WERE CREATED IN THE AGRI-FOOD SECTOR BECAUSE CONSUMERS WERE INFLUENCED BY THE PROGRAM TO BUY B.C. FOOD PRODUCTS INSTEAD OF IMPORTED FOOD.



B.C. FRESH MUSHROOMS
ARE ESTIMATED TO BE THE
HIGHEST-VALUE SINGLE FRESH
PRODUCE ITEM SOLD IN THE
PROVINCE, WITH A RETAIL
VALUE OF MORE THAN
\$50 MILLION.

- For the third consecutive year, September was proclaimed BC Food and Beverage Month. Promotional displays appeared at more than 250 major grocery stores, 220 liquor stores, food service distributors, and restaurants.

Highlights:

- Ninety per cent of all B.C. Vintners Quality Alliance (VQA) wine is sold within the province. The industry has enjoyed remarkable success: annual sales increases since 1993 have averaged 35 per cent. For five years, the BUY BC Program has partnered with the British Columbia Wine Institute in promotions and creative marketing strategies involving partnerships with restaurants and fresh B.C. wild salmon.
- B.C. fresh mushrooms are estimated to be the highest-value single fresh produce item sold in the province, with a retail value of more than \$50 million. The BUY BC Program has helped the industry develop and refine its marketing strategy to encourage a preference for B.C. fresh mushrooms, building volume sales by between 10 per cent and 13 per cent every year. The industry markets a total of 18 million kilograms of mushrooms annually, valued at more than \$85 million, and provides approximately 2,800 jobs, including a high level of value-added economic activity.
- This is the fifth year in which the B.C. Salmon Marketing Council has partnered with the BUY BC Program to promote the sales of in-season, fresh wild salmon. Major retail stores consider this the most successful seafood promotion ever, resulting in sales increases of from 20 per cent to 40 per cent during the promotion.
- The ministry also launched the new BC Sharing Program during BC Food and Beverage Month in September 1997. The program provides a simple way for consumers to support B.C. food banks and the families they help, using B.C. food products. Shoppers purchase BC Sharing coupons in \$2 denominations at grocery checkouts at participating Thrifty Foods, Fairway, Overwaitea/Save-On-Foods, IGA and Safeway stores. Each grocery store is

paired with a local food bank that is a member of the B.C. Association of Food Banks. Purchased coupons are redeemed by the food bank for B.C. food products in the store.

Ongoing program activities include logo licensing, advertising and consumer tracking, in-store merchandising, market planning, cost-sharing partnerships, and participation in industry trade events and promotional campaigns.

3b. Defining Markets and Industry Development

Freer trade requires industry producers and processors to adapt to a globally competitive business environment dominated by large firms. In addition to building preference for B.C. products, a major goal of ministry staff in 1997/98 was meeting the demand in the B.C. agri-food sector for information on markets, programs and marketing skills, which is vital to increasing competitiveness and self-sufficiency.

- Throughout the year, ministry staff monitored and analyzed reports and presentations, and relayed market and industry business information to the sector. Information databases were developed for floraculture, grains and oilseeds, poultry, dairy, specialty livestock, wine and grapes, and the Peace River region hog industry.
- In ongoing work to boost industry self-reliance, staff provided development advice to seven industry councils. In addition to establishing strategic alliances, results included developing and implementing effective marketing and business development strategies. Examples included:
 - a quality management program for the oyster sector, and
 - development of an action plan for the B.C. Shellfish Growers Association.

Other organizations working with ministry staff toward proactive development strategies included the B.C. Salmon Marketing Council, the B.C. Grain Industry Development Council, the B.C. Dairy Foundation, the British Columbia Wine Institute, the Cattle Industry Development Council and the B.C. Fallow Deer Council.

FAST FACTS

B.C. RETAIL GROCERY	1997
Food stores	3,750
Food sales (\$billions)	\$9.1
Employment	54,100

IN ADDITION TO BUILDING PREFERENCE FOR B.C. PRODUCTS, A MAJOR GOAL OF MINISTRY STAFF IN 1997/98 WAS MEETING THE DEMAND IN THE B.C. AGRI-FOOD SECTOR FOR INFORMATION ON MARKETS, PROGRAMS AND MARKETING SKILLS, WHICH IS VITAL TO INCREASING COMPETITIVENESS AND SELF-SUFFICIENCY.

FAST FACTS

B.C. FOOD SERVICE	1997
Food service establishments	8,794
Sales (\$billions)	\$4.9
Employment	114,700

- The ministry also focused on collecting and interpreting market, value-added and food-industry intelligence for alternate potato varieties and berry crops, value-added activities in grains and oilseeds, and specialty crops.
- Other market development highlights included:
 - identifying product trends, market opportunities and challenges within the seafood and red meat sectors,
 - developing and publishing a B.C. food industry directory listing firms and associations, and
 - producing a fresh-vegetable directory and manual, and distributing it to primary producers, support industries, and domestic and international buyers.
- A total of 15 agriculture commodity teams work to integrate all aspects of the ministry's industry development activities within the agriculture, fisheries and food industries throughout the province. Staff provide expertise in marketing, distribution, food processing, and industry competitiveness assessment to agri-food and seafood firms and associations, and to other government agencies.

3c. Industry Trade Competitiveness

In anticipation of an expanded role for B.C. agri-food companies in the global marketplace, ministry staff devoted considerable effort to defining challenges and opportunities in the areas of domestic and export market development.

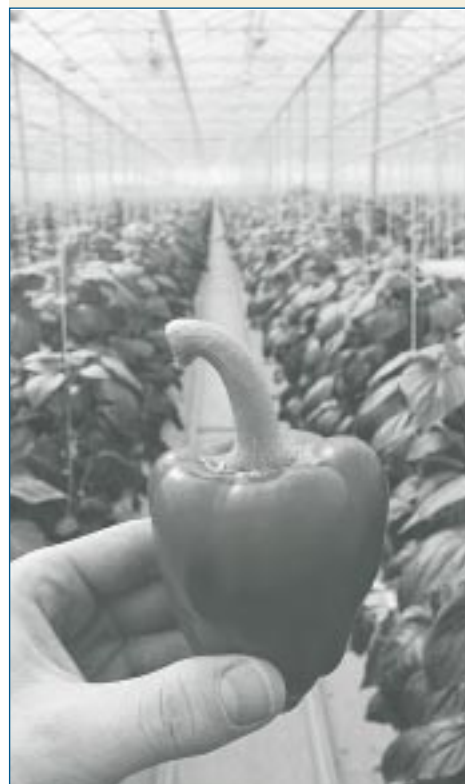
- Ministry staff prepared an analysis of the implications of the Canadian Agriculture Marketing Council's agri-food export growth targets for the province of British Columbia. An analysis of the implications of growth targets for the Council's domestic agri-food policy was also completed.
- The ministry continued to pursue provincial industry interests on a national scale. Ministry staff critiqued the Comprehensive Agreement on Special Class Milk Pooling, reviewed the Northwest Territories egg quota allocation scheme, provided policy advice on a proposed revision to the federal/provincial agreement on poultry, and participated in federal export action plans for nursery products in the Pacific Northwest and for seafood in Japan.

- Technical information and trade advice was provided to support two successful Canadian challenges in the World Trade Organization (WTO) of trade barriers to B.C. livestock and fish products. WTO panels found Australia's ban on fresh and frozen B.C. salmon and a European Union ban on Canadian beef imports to be unsupported by scientific evidence and contrary to WTO obligations.
- Ministry staff were influential in working on a federal/provincial investment strategy and interprovincial code of conduct for agri-food investments. At their annual meeting, Canadian agriculture ministers set export targets to increase Canada's share of global agri-food exports, and to increase the total value of those exports to \$40 billion.
- The ministry continued as provincial co-chair and was actively involved in the joint Federal/Provincial Agricultural Trade Policy Committee during 1997/98.
- The ministry represented B.C. interests on the federal/provincial Market Development Council, communicating B.C. priorities for export market and skills development, exchanging program and policy information, and ensuring that federal programs and policies are responsive to B.C. industry needs.
- Tariff and non-tariff barriers to market access and other trade issues were addressed at the Canadian International Trade Tribunal hearings, including trade issues for onions. The ministry also supported dairy producers in pressing for a review of tariff classification for imported butteroil/sugar blended products.
- Seafood and dairy industry meetings were arranged with incoming buyer missions and with countries establishing cooperative food industry agreements with B.C. companies.
- Extensive work with B.C. wine producers and the federal government will contribute to securing access to European markets for high-quality B.C. wine and icewine.

Industry and government consultation was ongoing in light of evolving policies and legislation. Ministry staff produced analyses, impact assessments, and strategic recommendations on Canadian Food Inspection Systems, the *British Columbia Wine Act*, the *Food Choice*

FAST FACTS

B.C. FOOD & BEVERAGE EXPORTS (\$MILLIONS)	
1997	
Primary & processed fish	\$821
Primary & processed agriculture	929
Beverages	83
Total	\$1,833
Interprovincial exports	\$1,071



and Disclosure Act, federal organic production regulations, Greater Vancouver Regional District waste management regulations, new product standards, and trade issues.

3d. Intergovernmental Relations

Agriculture is one of only two areas that enjoys joint federal and provincial jurisdiction in the Canadian *Constitution* (the other area is immigration). As a result, the ministry works closely with Agriculture and Agri-Food Canada and the other provinces in developing policies and designing programs.

Work in this capacity contributes to a more significant voice for the provinces in determining program direction for safety nets, and for obtaining a better share of federal expenditures. It also helps to raise the profile on other issues of particular concern to B.C. agri-food industry partners.

The following are federal/provincial/territorial committees on which ministry staff participate, as part of B.C.'s constitutional joint jurisdiction:

- Ministers of Agriculture,
- Deputy Ministers of Agriculture,
- Policy Assistant Deputy Ministers,
- Trade and Marketing Assistant Deputy Ministers,
- Agricultural Trade Policy Committee (co-chair),
- Market Development Council,
- Agri-Food Inspection Committee,
- Investment Steering Committee, and
- Canadian Food Inspection System Implementation Group.

Each of these policy-related national committees has unique roles and responsibilities. Additional specific working committees enhance provincial effectiveness in providing input and influencing policy and program development. The committees are valuable forums for discussing issues and preparing options for consideration by the respective governmental decision-makers.

FAST FACTS

VALUE OF B.C. FOOD SALES (\$BILLIONS)	1997
Food consumed at home	\$9.3
Food away from home	4.9
International exports	1.8
Interprovincial exports	1.1
Total	\$17.1

Against a backdrop of global market pressures, B.C. producers, processors and consumers all demand food quality and safety management, without compromising high provincial standards in animal welfare and environmental sustainability and protection. The ministry works with industry to help it meet all of those demands to ensure quality, safety, animal rights, and sound environmental practices.

- The Animal Health Centre in Abbotsford is responsible for rapidly and accurately diagnosing animal diseases and other factors leading to ill health, and for supporting animal health programs. Staff investigate and identify major livestock diseases that could have potentially devastating effects on the food supply. Submissions are provided by veterinarians, livestock producers, the public, and government agencies. The results are used to monitor animal health in British Columbia.
- Disease diagnoses and animal health monitoring are essential to British Columbia's agri-food industry and in the development of new industries such as game and fish farming. Although primarily concerned with food-producing animals, Animal Health Centre staff also provide diagnostic services for companion animals, captive and free-ranging wildlife, zoo animals, fish, and fur-bearers such as mink, chinchilla and foxes. In 1997, the Animal Diagnostic Laboratory received 4,671 submissions.
- The Plant Diagnostic Laboratory diagnosed a total of 1,246 plant samples for pests and diseases and responded to a further 152 requests for weed identification and control advice. Recommendations are all based on Integrated Pest Management techniques, and accurate diagnosis ensures that the best control measures are taken. (See section 5. Natural Resource Stewardship.)
- The ministry's Livestock Ownership and Regulatory Program was discontinued during 1996/97. However, the ministry agreed to continue providing these services until a private program could be developed by the cattle and horse industries. The beef industry created a private company – Ownership Identification Inc. – to deliver brand inspection and livestock ownership services, and the ministry made changes to legislation to provide necessary powers to the new enterprise.



The goals of natural resource stewardship – to improve soil, water and air quality over the long term – continued to shape ministry programs during 1997/98 which promote “best management practices” in the agriculture, fisheries and food sectors.

5a. Agriculture and Food Industry-Related Initiatives

British Columbia has become a world leader in development and use of Integrated Pest Management (IPM). IPM is the management of pest populations using a balance of cultural, biological, genetic, chemical or other control methods to protect agricultural crops from harmful insects, mites, diseases, weeds and other threats.

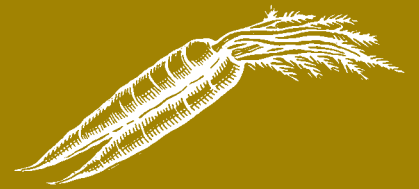
Again in 1997/98, B.C. was also a leader in the implementation of biological weed control: with other agencies, the ministry released more than 20,000 biological control agents (i.e., weed-eating insects) in weed-infested locations across the province, again eliminating the need for weed-controlling herbicides in many places.

- During 1997/98, achievements in development and implementation of IPM included:
 - diagnosis and control recommendations by the Plant Diagnostic Laboratory of 1,246 submissions from commercial agriculture,
 - the release of sterile insects in Okanagan and Kootenay orchards to eradicate the codling moth, protect tree fruits, and eventually eliminate the need for insecticides. This was done in close cooperation with the Okanagan Valley Tree Fruit Authority and local governments,
 - continued development of an improved IPM strategy for apple growers and pest management consultants, to protect against fruit tree leaf-roller pests and apple scab disease,
 - biological control of cabbage looper on greenhouse pepper, cucumber and tomato crops through the use of parasitic wasps that attack the eggs of the pest,
 - development of a management program for echino thrips on greenhouse peppers, an IPM program for greenhouse lettuce, and a pest management program for field Chinese radishes,

THE MINISTRY RELEASED
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BIOLOGICAL CONTROL AGENTS
(I.E., WEED-EATING INSECTS)
IN WEED-INFESTED LOCATIONS
ACROSS THE PROVINCE, AGAIN
ELIMINATING THE NEED FOR
WEED-CONTROLLING
HERBICIDES IN MANY PLACES.



- pollination studies, which led to improved pollination in high-density Okanagan apple orchards. Extension efforts increased awareness of the yield-increasing value of pollination in berry crops. Workshops and courses in business management and queen-rearing and beekeeping enhanced skills and self-sufficiency for more than 200 commercial beekeepers,
 - application of GPS/GIS (Global Positioning Systems/Geographic Information Systems) technology for monitoring and mapping releases of biological agents for noxious weed control. By year end, 57 bio-agents had been released on 22 weed species.
- Six pest surveys and six crop-production-related proposals were approved under the Industry Innovations Program, with contributions of more than \$94,000 from program funding and \$208,000 from industry. Other valuable preventative work included disease control presentations to potato, strawberry, asparagus and ginseng growers, updating and publishing fact sheets, newsletter articles, and literature reviews, and workshops throughout the year on a range of pest and disease issues. Production guides on tree fruit, grape management, ginseng, nursery, floriculture, vegetables and berries were also revised to include the most recent disease treatment and IPM information.
 - Applied IPM projects were approved for nearly \$60,000 of Industry Innovations funding, which generated more than \$300,000 in industry contributions.
 - Ministry staff also presented lectures on IPM planning, weed and disease identification, and applied technology. The ministry's Crop Protection Program Internet page was regularly updated, providing industry operators with valuable and accessible IPM resource information.
 - In January 1998, the IPM Advisory Committee, chaired by a member of the ministry's Plant Industry Branch, held its inaugural meeting. The committee will develop an action plan for researching, demonstrating and implementing further IPM strategies.



- In the second year of a two-year on-farm program in pesticide-sprayer calibration and tune-up, ministry staff in the Fraser Valley and the Lower Mainland continued to work with trainer-consultants, but they also visited approximately 30 farms to train farmers directly in the safe and proper application of pesticides. The program was again supported by other government agencies and farmers groups.

5b. Fisheries-Related Stewardship Initiatives

- The final report of the Salmon Aquaculture Review by the Environmental Assessment Office was delivered to the ministers of Environment, Lands and Parks and Agriculture, Fisheries and Food. The five key issues examined were escaped farm fish, fish health, waste discharge, marine mammals and other species, and fish-farm siting. Aquaculture and Commercial Fisheries Branch staff participated in a review of the recommendations, which are designed to reduce uncertainty and the risk of negative ecological impacts of salmon farming while increasing economic and social benefits.
- As in 1996/97, the ministry's inspection and enforcement services conducted more than 200 field visits to shellfish and finfish farms to ensure operational compliance with development plans, appropriate production levels, and biophysical and health factors. During 1997/98, ministry staff also again inspected more than 400 aquaculture and commercial fisheries facilities, fish-buying stations, and harvesting and growing operations.



By supporting all programs and strategic priorities, the ministry's administrative units and functions help ensure the efficient and effective operation of the ministry and the delivery of its programs. Their core functions remain the same from year to year.

Corporate Planning Unit

During 1997/98, the ministry's Corporate Planning Unit facilitated and coordinated a process to ensure that the ministry's strategies are supported by operational plans, and that effective performance measures are in place.

Information and Privacy Unit

The unit continued to provide the public with a centralized service for processing requests for information under the *Freedom of Information and Protection of Privacy Act*. In 1997, 67 FOI requests were processed by the unit, from individuals, special interest groups, political parties, businesses and the media.

Personnel Branch/Employment Equity

The Personnel Branch continued to support the delivery of the ministry's strategic priorities through the provision of services and advice in recruitment and selection, organization and classification, training and development, labour relations and occupational health and safety.

Information Technology Branch

During 1997/98, the ministry completed the implementation of its Strategic Systems Plan to improve the efficiency of the ministry's operations and assist in delivering information and data to agri-food stakeholders. Initiatives this year included:

- completing the transfer of ministry computer operations from a mainframe-based environment to a networked personal computer platform,
- continued development of the ministry's Internet site,
- development of an information management framework, in support of ministry programs and projects, which will maximize the ministry's use of data, and



- development and implementation of an action plan to resolve ministry-specific Y2K (Year 2000) system compliance issues.

Administration and Finance Branch

Like most of the other administrative units, the Administration and Finance Branch's core functions remain the same from year to year. The branch provides the ministry with a sound administrative foundation to support programs for which the ministry is directly responsible. Branch staff provide advice and support, in addition to all accounting, budget planning, financial reporting and analysis, and facilities support functions.

During 1997/98, the branch played a leading role in the following achievements:

- integrating the ministry's financial management system with the government's new corporate accounting system,
- a 10 per cent reduction in the ministry's vehicle fleet and establishment of regional vehicle pools to improve management efficiencies and cost savings, and
- completing 80 per cent of the ministry-wide archival file management system.



	(\$)
Sales and Service Fees	
Sale of publications	\$3,635
Seminars and workshops	–
Subtotal	\$3,635
Investment Income	
ALDA (Agricultural Land Development Account) – interest on loans	\$667,612
ALDA – grant recovery concessionary loans	812,518
Gain/Loss on conversion of foreign exchange	16,115
Interest on overdue accounts (<i>Financial Administration Act</i> , section 17)	1,793
ARDSA (Agri-Food Regional Development Subsidiary Agreement)	–
Subtotal	\$1,498,038
Miscellaneous Revenue	
Corporate Services	\$8,055
Agricultural Land Commission	5,134
Recovery – prior-year expenditures	98,839
Crop Protection Branch	–
Miscellaneous receipts	6,822
Marketing Board appeal fees	2,207
Recovery – prior-year write-offs	–
Subtotal	\$121,057
Fees and Licences	
Forest Land Commission – fees	\$104,403
– recapture charges	58,433
Livestock fees and licences	167,983
Aquaculture and commercial fisheries licences and fees	428,989
Agricultural Land Commission application fees	180,689
Veterinary laboratory fees and licences	167,888
Miscellaneous agriculture fees and licences	30,485
<i>Livestock Protection Act</i> – dog licences	13,020
Subtotal	\$1,151,890
Contributions from Federal Government	
Crop Insurance – administration cost recovery	\$1,505,797
Green Plan	85,233
National Farm Business Management	325,814
Revenue Protection Plan – administration cost recovery	–
4-H Clubs – Canada Share	–
Subtotal	\$1,916,844
TOTAL MINISTRY REVENUE	\$4,691,464

	(\$)
Minister's Office	\$392,479
MINISTRY OPERATIONS	
Deputy Minister's Unit	
Deputy Minister's Office	\$834,502
Policy and Legislation Services	1,132,021
Communications Branch	973,058
Subtotal	\$2,939,581
Corporate Services Division	
Office of the Executive Financial Officer	\$226,437
Corporate Services – administration	307,544
Information and Privacy Unit	84,103
Corporate Planning Unit	146,642
Financial Operations	3,043,711
Information and Technology Branch	1,864,659
Personnel Branch/Employment Equity	482,376
Columbia Basin Trust ¹	2,000,000
Subtotal	\$8,155,472
Fisheries and Food	
Assistant Deputy Minister, Fisheries and Food	\$267,855
Fisheries and Food – administration	628,918
Aquaculture and Commercial Fisheries Branch	2,880,799
Pacific Salmon Treaty	206,143
Aboriginal Affairs	766,095
Food Industry Branch	2,795,638
Subtotal	\$7,545,448
Agriculture and Risk Management	
Assistant Deputy Minister, Agriculture	\$1,111,828
Agriculture – Executive Officer	599,657
Agriculture – administration	1,633,020
South Coastal Region	2,792,909
North Central Region	1,571,408
Southern Interior Region	2,130,864
Resource Management and Planning Branch	2,032,602
Plant Industry Branch	3,168,197
Animal Industry Branch	4,157,579
Industry Organization Development Branch	1,982,791
Farm Management Agreement	–
Industry Innovations	527,561
Agricultural Renewal Initiative (SIR)	134,820
Crop Insurance – administration	1,392,059
– premiums	3,250,000

Net Income Stabilization Account (NISA)	2,805,016
Subtotal	\$29,290,311
SUBTOTAL MINISTRY OPERATIONS	\$47,930,812
Provincial Agricultural Land Commission	\$2,723,424
British Columbia Marketing Board	746,696
Okanagan Valley Tree Fruit Authority	2,000,000
TOTAL VOTED EXPENDITURES	\$53,793,411
Special Accounts	
Livestock Protection	\$8,365
Grazing Enhancement Fund	1,485,341
Other Statutory Expenditures	
Unexpired Brand Revenue Refund	\$170,995
<i>Cattle (Horned) Act</i>	54,550
Valuation Allowance	429
Distressed Area Loan Guarantee Program	69,500
TOTAL MINISTRY EXPENDITURES	\$55,582,591

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

Supporting Information

Related Boards and Commissions

Agricultural Land Commission
British Columbia Marketing Board
British Columbia Blueberry Development Council
British Columbia Broiler Hatching Egg Commission
British Columbia 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 Milk Marketing Board
British Columbia Mushroom Marketing Board
British Columbia Peace River Grain Industry Development Council
British Columbia Salmon Marketing Council
British Columbia Tree Fruit Marketing Board
British Columbia Turkey Marketing Board
British Columbia Vegetable Marketing Commission
British Columbia Wine Institute
British Columbia Woodlot Council
Columbia Basin Trust
Columbia Power Corporation
Dairy Products Promotional Fund Committee
Farm Practices Board
Fisheries Renewal BC
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
Agrologists Act
Animal Disease Control Act
Bee Act
British Columbia Wine Act
Cattle (Horned) Act



Farm Distress Assistance Act
Farm Income Insurance Act
Farm Product Industry Act
Farmers and Womens Institutes Act
Farming and Fishing Industries Development Act
Farm Practices Protection (Right to Farm) Act
Fish Inspection Act*
Fisheries Act
Fisheries Renewal Act (as of July 1997)
Food Choice and Disclosure Act
Food Products Standards Act
Fur Farm Act
Game Farm Act
Grasshopper Control Act
Insurance for Crops Act
Livestock Act
Livestock Brand Act (replaced in spring 1997
by the Livestock Identification Act)
Livestock Lien Act
Livestock Protection Act
Livestock Public Sale Act
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 the Ministry of Health.



Ministry of Agriculture and Food Offices

Current to March 1998

Minister's Office

Room 346, 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 387-5130

Victoria headquarters mailing address

P.O. Box 9043
Stn. Prov. Gov't.
Victoria, B.C. V8W 9E2

Abbotsford Agriculture 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

Chilliwack

Closed spring 1997

Cloverdale

Closed spring 1997

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

456 Northwest Boulevard
Box 1980, V0B 1G0
Phone (250) 428-3225, Fax 428-3271

Dawson Creek

1201 103rd Avenue, V1G 4J2
Toll-free 1-888-398-3322
Phone (250) 784-2255, 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) 371-6051, Fax 828-4979

Kelowna

1690 Powick Road, V1X 7G5

Crop Insurance (toll-free) 1-888-332-3352

Phone (250) 861-7211, Fax 861-7490

Oliver

Court House, Box 940

9971 350th Avenue, V0H 1T0

Toll-free 1-888-812-8811

Phone (250) 498-5250, Fax 498-4952

Penticton

Closed spring 1997

Prince George

Experimental Farm Site

2288 Old Cariboo Highway, V2N 6G3

Toll-free 1-800-334-3011

Phone (250) 963-2501, Fax 963-2520

Quesnel

Closed spring 1997

Salmon Arm

Closed spring 1997

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, V0J 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 666-0954

Vanderhoof
Closed spring 1997

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

Agricultural Land Commission
133 - 4940 Canada Way, Burnaby, B.C. V5G 4K6
Phone (604) 660-7000, Fax 660-7033

British Columbia Marketing Board
107 - 1208 Wharf 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

Ministry of Fisheries Offices

Minister's Office
Room 134, Legislative Buildings
Victoria, B.C. V8V 1X4
Phone (250) 356-2735, Fax 356-2961

Victoria headquarters address
3rd Floor, 780 Blanshard Street, V8W 9M2
Phone (250) 387-4573, Fax 356-5160

Victoria headquarters mailing address
P.O. Box 9359
Stn. Prov. Gov't.
Victoria, B.C. V8W 9M2

Abbotsford

Fraser Valley Trout Hatchery
34345 Yye Road, V2S 7P6
Phone (604) 852-5388, Fax 852-5420

Clearwater

Clearwater Trout Hatchery
40 Old N. Thompson Hwy E. P.O. Box 5172, R.R. #2 , V0E 1N0
Phone (250) 674-2580, Fax 674-3572

Courtenay

Licensing, Inspection and Field Services
Sustainable Economic Development
2500 Cliffe Avenue, V9N 5M6
Phone (250) 897-7540, Fax 334-1410

Duncan

Vancouver Island Trout Hatchery
1080 Wharnccliffe Road, V9L 2K7
Phone (250) 746-1425, Fax 746-7163

Fort Steele

Kootenay Trout Hatchery, V0B 1N0
Phone (250) 429-3214, Fax 429-3202

Nanaimo

Fish Health Unit, Fish Culture Section
2080A Labieux Road, V9T 6J9
Phone (250) 751-3120, Fax 751-3103

Prince Rupert

Licensing, Inspection and Field Services
201 3rd Avenue West, V8J 1N2
Phone (250) 624-7521, Fax 624-7421

Summerland

Summerland Trout Hatchery
Site 11, Comp. 8, R.R. #1, V0H 1Z0
Phone (250) 494-0491, Fax 494-3046

Vancouver

Research Section
2204 Main Mall, University of British Columbia, V6T 1Z4
Phone (604) 222-6750, Fax 660-1849

