

Ministry of Agriculture

2019/20 – 2021/22 SERVICE PLAN

February 2019



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Minister Accountability Statement



The *Ministry of Agriculture 2019/20 - 2021/22 Service Plan* was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared.

A handwritten signature in blue ink that reads "Lana Popham".

Honourable Lana Popham
Minister of Agriculture
February 1, 2019

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Purpose of the Ministry

The Ministry of Agriculture (the Ministry) is responsible for the production, marketing, processing and merchandising of agriculture and seafood products; the institution and carrying out of advisory, research, promotional, sustainability and adaptation, food safety or plant and animal health programs, projects or undertakings relating to agriculture and seafood; and the collection of information and preparation and dissemination of statistics relating to agriculture and seafood.

The legal and regulatory environment that guides the work of the Ministry includes 30 statutes which relate wholly or primarily to the Ministry. A complete list of legislation for which the Ministry is responsible is available at: <http://www.bclaws.ca/civix/document/id/amr/amr/1135179498>

Strategic Direction and Alignment with Government Priorities

The Government of British Columbia is putting people at the heart of decision-making by working to make life more affordable, improve the services people count on, and build a strong, sustainable economy that works for everyone.

Over the past year, significant government investments in areas including housing, child care and the elimination of fees, such as Medical Service Premiums, have contributed to making life more affordable for British Columbians today and into the future. Ministries are engaged in ongoing work to improve the availability of services citizens rely on including those related to primary medical care, education and training, transportation, the opioid crisis and poverty.

A strong economy that works for all regions of B.C. is diversified, resilient and improves the standard of living for people across the province. With that in mind, government is focusing on sustainable economic growth that strengthens our natural resource sectors, continues the development of the emerging economy, supports small business and uses innovation and technology to solve B.C. problems. A key priority in 2019/20 and beyond will be driving economic growth with cleaner energy and fewer emissions. At the same time, Ministries continue to build prudence into budgets and plan for challenges.

Underpinning the work of all ministries are two shared commitments: reconciliation with Indigenous peoples and consideration of how diverse groups of British Columbians may experience our policies, programs and initiatives. As part of these commitments, Ministries are working to implement the United Nations Declaration on the Rights of Indigenous Peoples, Truth and Reconciliation Commission's Calls to Action, and Gender-Based Analysis+ policy and budgeting.

In July 2017, each minister was given a formal mandate letter that identifies both government-wide and ministry-specific priorities for implementation.

This service plan outlines how the Ministry of Agriculture will support the government's priorities, including selected action items identified in the Minister's Mandate Letter [<https://www2.gov.bc.ca/assets/gov/government/ministries-organizations/premier-cabinet-mlas/minister-letter/popham-mandate.pdf>]. Over the previous fiscal year, the Ministry of Agriculture made progress on these priorities by implementing:

Grow BC, Feed BC, Buy BC supports sustainable shared prosperity for a better BC by supporting BC's agriculture, seafood and food processing sectors, encouraging consumption of BC products and building resiliency within the sector. Agriculture is a key contributor to economic development and diversification; and is a main contributor to rural economic development by supporting province-wide job creation. The Agriculture and seafood sector creates economic and social benefits for Indigenous groups, has the potential to attract provincial investment and supports workforce development and skills training.

Government Priorities	Ministry of Agriculture Aligns with These Priorities By:
Making life more affordable	<ul style="list-style-type: none"> • Grow BC: Build sustainable production and help BC producers expand local food production (Goal 1)
Delivering the services people count on	<ul style="list-style-type: none"> • Feed BC: Increase the use of BC grown and processed foods by large BC based purchasers such as government facilities (Objective 2.1) • Foster innovation and develop a Food Hub Network to support food processing. (Objective 2.2)
A strong, sustainable economy	<ul style="list-style-type: none"> • Buy BC: Build consumer awareness and demand and help local producers market their products to grow their businesses (Goal 3) • Build and leverage a strong, recognizable Buy BC brand to help producers and processors expand sales and ensure consumers can easily identify local food and beverages (Objective 3.1)

The following performance plan outlines how the Ministry of Agriculture will continue to track progress on key mandate letter commitments and other emerging government priorities.

Performance Planning

Goal 1: *Grow BC*: Build sustainable production and help BC producers expand local food production

Objective 1.1: Enhance Services and Supports to the Agri-Food and Seafood Sector

The Ministry will deliver a wide variety of programs and services to facilitate farmers and processors to increase their production while enhancing the sustainability of their operations and supporting government priority initiatives.

Sustainable production depends on having producers; and British Columbia’s farmers are, on average, the oldest in Canada. The Ministry will address the significant barrier of access to land for those seeking to enter the industry through land matching, measures to incentivize landowners to make land available and succession planning for existing producers planning their retirement.

The Ministry has increased agriculture sector capacity to maintain competitiveness, manage risks, enhance productivity and contribute to economic growth through action on climate change and increasing environmental sustainability. The Ministry will continue to enhance nutrient management improvement activities and work with industry, local governments, research organizations and other government agencies to increase the capacity of BC farmers to adapt to climate change. This includes supporting the creation of Regional Adaptation Strategies and regional adaptation projects.

Key Strategies:

1. Enhance services and supports to producers and processors.
2. Help new farmers access land.
3. Support climate adaptation and mitigation.

Performance Measure(s)	2017/18 Forecast	2018/19 Target	2019/20 Target	2020/21 Target
1.1 Number of attendees at succession planning events	110	160	230	250

^{1.1} Data Source: Ministry of Agriculture

Linking Performance Measures to Objectives:

Written succession plans identify family and/or non-family members as successors increasing certainty of access to farms and farm land. Some of these successors will effectively be new farmers. Currently, only a small fraction of farms in BC have succession plans (1,179 out of 17,528). The Ministry will present succession planning workshops around the province in order to encourage producers to plan for transition and create opportunities for new farmers.

Objective 1.2: Ensure the Future of the Agri-Food and Seafood Sector by Protecting the Land Base and Animal, Plant and Human Health.

Preservation of agricultural land is a provincial priority overseen by the Agricultural Land Commission. The Ministry of Agriculture is mandated with revitalizing the Agricultural Land Reserve (ALR) and the Agricultural Land Commission (ALC). In 2018, the Minister established an independent Advisory Committee to engage with stakeholders and the general public to provide Government with advice and guidance to support regulatory and administrative improvements. The first legislative changes were announced in 2018 and the Minister continues to benefit from the Advisory Committee’s work.

The Ministry, in partnership with federal, provincial and local government agencies, delivers services and initiatives to manage food safety, and plant and animal health risks. These services protect public health, contribute to maintaining public trust and support consumer confidence domestically and internationally in BC agriculture and seafood products.

Key Strategies:

1. Revitalize the Agricultural Land Reserve and the Agricultural Land Commission.
2. Complete the Agricultural Land Use Inventory (ALUI) process for the ALR by 2022.
3. Protect animal, plant and human health.

Performance Measure(s)	2017/18 Baseline	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
1.2 Cumulative Hectares (Ha) of ALUI	3.5M Ha	3.7M Ha	3.9M Ha	4.2M Ha	4.6M Ha

^{1.2} Data Source: Ministry of Agriculture

Linking Performance Measures to Objectives:

The Ministry supports the ALR and preservation of farm land by promoting a positive urban/agriculture environment, along with working to keep ALR land in production and supporting farmers looking to expand or improve their operations.

ALUIs collect comprehensive data about land use and land cover. These inventories generate information that facilitates support for the sector, inform agricultural practices and allow the monitoring of changes in land use patterns and practices. ALUIs also help advise emergency response for environmental disasters and animal health events.

Goal 2: *Feed BC: Build the availability, value and variety of BC food*

Objective 2.1: Increase the use of BC Grown and Processed Foods by Large BC based purchasers such as government facilities.

The Ministry is working to deliver on the Government’s commitment to increase the use of BC grown and processed foods in large BC based purchasers including government facilities such as hospitals and public post-secondary institutions. To capitalize on opportunities for government facilities to increase the purchase of BC foods, the Ministry is working with government and industry partners to match the food needs of these facilities with BC food production.

Key Strategies:

1. Build capacity along the value chain.
2. Identify partnership opportunities and Feed BC targets.
3. Provide education and training to producers, processors and distributors on institutional requirements.

Performance Measure(s)		2018/19 Forecast	2019/209 Target	202021 Target	2021/22 Target
2.1	Number of individual BC government facilities that have increased their purchase of BC produced and/or processed foods.	55	114	165	195

^{2.1} Data Source: Ministry of Agriculture

Linking Performance Measures to Objectives:

Tracking the number of BC government facilities that are increasing the purchase/use of BC produced and/or processed foods will allow the Ministry to track and report on the success of the range of Feed BC initiatives currently underway with industry stakeholders and BC provincial ministries.

Objective 2.2: Foster Innovation and Develop a Food Hub Network to Support Food Processing

The Ministry encourages growth in the agriculture and seafood sector through programs that foster innovation, including the development of new products, processes or technologies that will ultimately be market-ready. Innovation projects are designed to enhance the ability of the sector to research, develop, pilot, commercialize and/or adopt technologies to enhance competitiveness; accelerate

business development; and access and participate in knowledge-transfer. BC’s approach to developing a BC Food Hub Network, including a core Innovation Centre located at the University of British Columbia is intended to leverage sector/regional diversity to build competitive linkages across the supply chain and the innovation continuum.

Key Strategies:

1. Support the development of new products, processes and/or technologies.
2. Through the creation of a Food Hub Network better support food processing throughout BC.

Performance Measure(s)	2017/18 Baseline	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
2.2 Cumulative number of innovations commercialized	27	38	43	50	58

^{2.2} Data Source: Ministry of Agriculture

Linking Performance Measures to Objectives:

Monitoring the cumulative number of innovation projects, funded by the Ministry, that become commercialized will help indicate the extent to which innovation programming is meeting its objective to support and accelerate projects that lead to commercialization of innovation products, processes, practices and technologies across BC. In addition to this measure, the ministry will be monitoring the creation of components of the Food Hub Network which will help demonstrate Food Hub Network momentum.

Goal 3: Buy BC: Build consumer awareness and demand and help local producers market their products to grow their businesses

Objective 3.1: Build and leverage a strong, recognizable Buy BC brand to help producers and processors expand sales and ensure consumers can easily identify local food and beverages.

The Ministry is committed to delivering an enhanced Buy BC marketing program to build consumer awareness and demand and help local producers market their products. A key component of the program is a strong Buy BC brand identifier that helps consumers recognize and seek out BC products. Making the choice to buy BC food and beverages directly supports local farmers, producers and processors, strengthens communities and ensures that future generations of British Columbians can depend on a safe, secure supply of local food.

Key Strategies:

1. Enhance consumer recognition of the Buy BC brand.
2. Deliver Buy BC programming including Buy BC: EAT DRINK LOCAL and cost-shared partnership activities.
3. Build the food literacy of British Columbians

Performance Measure(s)	2017/18 Baseline	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
3.1 Annual value of domestic purchases of agriculture and seafood products	\$7.0 billion	\$7.4 billion	\$7.7 billion	\$8.1 billion	\$8.5 billion

^{3.1} Data Source: BC Stats Estimates

Linking Performance Measures to Objectives:

Buy BC is intended to encourage the purchase of BC agriculture and seafood commodities by British Columbians, through enhanced communication, advertising and promotional activities, cost-shared funding programs and local food literacy initiatives. Monitoring the annual value of domestic purchases over time will help identify whether the program is successfully impacting the food purchasing behaviours of consumers within the province.

Objective 3.2: Help Producers and Processors Expand Sales in Priority Export Markets

The Ministry supports the expansion of export sales through the delivery of a suite of market development programs and services aimed at ensuring the agriculture and seafood sector has the knowledge, skills and resources to effectively capitalize on emerging market opportunities. Expanding international markets contributes to sustainable, long-term growth for BC’s agriculture and seafood sector and economic growth and job creation across the province.

Key Strategies:

1. Deliver market development initiatives to expand export sales.
2. Deliver cost-shared programming to enhance the ability of the agrifood and seafood sector to access and expand international markets and build marketing skills capacity and market intelligence.

Performance Measure(s)	2017/18 Baseline	2018/19 Forecast	2019/20 Target	2020/21 Target	2021/22 Target
3.2 Annual value of international agriculture and seafood exports	\$3.9 billion	\$4.0 billion	\$4.2 billion	\$4.3 billion	\$4.4 billion

^{3.2} Data Source: Statistics Canada

Linking Performance Measures to Objectives:

This performance target demonstrates the value of BC’s international marketing strategy and ability of producers and processors to export to priority markets, by measuring the overall value of BC’s agriculture and seafood exports. This performance measure tracks approximately 700 BC agriculture and seafood product exports to 157 markets, including those destined for BC’s top five markets: the United States, China, Japan, Hong Kong and South Korea.

Resource Summary

Core Business Area	2018/2019 Restated Estimates	2019/20 Estimates	2020/21 Plan	2021/22 Plan
Operating Expenses (\$000)				
Agriculture Science and Policy ¹	18,866	20,106	20,039	20,039
Business Development ¹	48,414	51,693	52,472	52,472
BC Farm Industry Review Board	1,233	1,348	1,345	1,345
Executive and Support Services	6,846	6,987	6,981	6,981
Sub-Total	75,359	80,134	80,837	80,837
Agricultural Land Commission	4,584	4,873	4,860	4,860
Production Insurance Special Account	13,200	13,200	13,200	13,200
Total	93,143	98,207	98,897	98,897
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Executive and Support Services	1,191	763	408	408
Total	1,191	763	408	408

¹ Funding provided for increased programing for Grow Feed Buy BC, and Cannabis Legalization Implementation

* [Further information on program funding and vote recoveries is available in the Estimates and Supplement to the Estimates.](#)

Appendix A: Agencies, Boards, Commissions and Tribunals

Agricultural Land Commission

The Provincial Agricultural Land Commission (ALC) is the independent administrative tribunal dedicated to preserving agricultural land and encouraging farming in BC. The ALC is responsible for administering the Agricultural Land Reserve (ALR), a provincial land use zone where agriculture is the primary land use taking place on the limited agricultural land base.

British Columbia Farm Industry Review Board

The British Columbia Farm Industry Review Board (the Board) is an independent administrative tribunal that operates at arm's-length from government. As the regulatory tribunal responsible for the general supervision of BC regulated marketing boards and commissions, the Board provides oversight, policy direction and decisions to ensure orderly marketing and to protect the public interest. In its adjudicative capacities, the Board provides a less formal system than the court for resolving disputes in a timely and cost effective way.

The Marketing Boards and Commissions include:

[BC Broiler Hatching Egg Commission](#)
[BC Chicken Marketing Board](#)
[BC Cranberry Marketing Commission](#)
[BC Egg Marketing Board](#)
[BC Hog Marketing Commission](#)
[BC Milk Marketing Board](#)
[BC Turkey Marketing Board](#)
[BC Vegetable Marketing Commission](#)

www.gov.bc.ca/bcfarmindustryreviewboard

