

Ministry of Agriculture

2018/19 Annual Service Plan Report



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Message From The Honourable Lana Popham



It is my pleasure to present the Ministry of Agriculture's 2018/19 Annual Service Plan Report.

Agriculture centers around collaboration and it's the foundation of what we do. As Minister of Agriculture, I am so thankful to have a close working relationship with our sector as we work together to provide safe, high quality products for families in British Columbia and around the world.

More than 200 primary agriculture products are produced in our province and the B.C. seafood sector commercially harvests more than 100 species of finfish, shellfish and marine plants. Employing more than 61,000 people throughout B.C., our agri-food companies had sales of more than \$14 billion in 2017, the highest ever. In that same year, we exported a record \$3.9 billion in agri-food and seafood products to 157 markets.

The primary focus of the ministry over the last fiscal year has been supporting our sector through the Grow BC, Feed BC and Buy BC initiatives. These three pillars are a major component of my mandate and I am happy to report we are seeing success.

Grow BC is supporting new farmers and young people looking to find land to farm through innovative ideas like our B.C. Land Matching Program. Thanks to Feed BC, our loved ones are starting to see more B.C. grown and processed foods in hospitals and government facilities throughout B.C.

And the next time you visit your neighborhood grocery store, look for the Buy BC logo. It was a trusted mark with British Columbians in the 1990's and I am so excited that the Buy BC brand is back! Buy BC is helping farmers, ranchers, and processors market their product as being grown, raised, harvested or made in B.C. When you #BuyBC, you can trust that you are providing locally grown and produced food for your family.

We are protecting habitat and restoring our wild fish stocks through the British Columbia Salmon Restoration and Innovation Fund. The Government of Canada is investing \$100 million, and the Government of British Columbia is investing \$42.85 million over five years. This commitment is supporting the protection of B.C.'s wild fisheries and will enhance sustainability in the aquaculture industry.

British Columbia has such a rich and diverse agricultural history. It is an honour to serve as Minister of Agriculture and I will continue to focus on supporting the sector and creating new opportunities for B.C. farmers and agri-food producers.

The *Ministry of Agriculture 2018/19 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.



Lana Popham
Minister of Agriculture

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Purpose of the Annual Service Plan Report

The Annual Service Plan Report (ASPR) is designed to meet the requirements of the *Budget Transparency and Accountability Act* (BTAA), which sets out the legislative framework for planning, reporting and accountability for Government organizations. Under the BTAA, the Minister is required to report on the actual results of the Ministry’s performance related to the forecasted targets documented in the previous year’s Service Plan.

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

The strategic direction set by Government in 2017/18 and expanded upon in the Minister’s [Mandate Letter](#) shaped the [2018/19 Service Plan](#) and the results reported in this ASPR.

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) • Deliver a variety of programs to assist industry in increasing production, enhancing resiliency, furthering competitiveness and improving sustainability (Objective 1.3)
Delivering the services people count on	<ul style="list-style-type: none"> • Build capacity along the value chain of BC producers, processors and distributors to expand the availability of BC foods (Objective 2.1) • Accelerate the pace of innovation along the innovation continuum (research, pilot, commercialization and adoption) (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)

Operating Environment

The Ministry has experienced significant events over the 2018/2019 fiscal year. These events presented considerations to be managed regarding staff resources as well as the Ministry budget. Despite these challenging events occurring outside the Ministers' Mandate, the Ministry prioritized accordingly and responded with meaningful action.

Unprecedented Wildfire Season

The 2018 wildfire season was unprecedented in its effect and aftermath. As of May 16, 2019 the 2017 and 2018 Agricultural Wildfire Recovery Initiatives have provided \$10.1 million in assistance to 209 applicants. The program remained open for 2018/19 grazing season accepting only applications for assistance with Incremental grazing costs on Crown land.

During the 2018 Wildfire Season over 35 Ministry staff provided support to the Provincial Emergency Coordination Center in Victoria, the 5 Provincial Emergency Operation Centers strategically located around the province, and a number of local government Emergency Operations Centers including those in the Bulkley Nechako, Cariboo, and Thompson Okanagan Regional Districts. Ministry staff worked with the BC Cattlemen's Association, provincial range staff from the Ministry of Forests, Lands, Natural Resource Operations and Rural Development (FLNRORD), and other responders to provide a variety of support and advice in regards to livestock evacuations, emergency feed programs, producer re-entry into evacuation zones, and Premises ID data for emergency planning purposes. The ministry also worked with Emergency Management BC during the event to review and update the provincial Livestock Relocation Policy to increase the eligible reimbursement rates to adequately reflect the costs incurred by impacted producers for evacuating, feeding, and housing impacted livestock.

As the active wildfire situation was managed, the Ministry shifted into recovery for ranchers and farmers impacted by the wildfires. The Ministry worked and continues to work collaboratively with FLNRORD, Emergency Management B.C. and industry associations (most notably the B.C. Cattlemen's Association) to address the recovery needs of ranchers and farmers. This support is just one aspect of our government's comprehensive wildfire recovery plan. Ministry support included:

- Delivery of the federally/provincially funded AgriRecovery programs for the 2017 and 2018 wildfires. This program was a key funding source for impacted agriculture operations.
- Delivery of the B.C. AgriStability Enhancement program that was available to help producers who suffered large income declines in 2017.
- Enabled producers who have experienced income and expenditure challenges and are not current participants in the 2018 AgriStability program to sign-up as late participants with reduced coverage.
- Wildfire Farm Business Recovery Advisory Services to help impacted producers in understanding their financial situation and implement a recovery plan. \$50,000 was allocated to this business planning effort.
- Assistance from Regional Agrologists who are actively involved in the recovery planning process.

Recovery is focused on people and communities, economy, environment and infrastructure and reconstruction. Recovery will be a long-term process and the Ministry is committed to working with ranchers and farmers to help them rebuild their livelihoods.

Select Standing Committee on Agriculture, Fish and Food report on Local Meat Production and Inspection in British Columbia

The Committee was established April 24, 2018, and launched a public consultation from May 16 to June 15. On September 28, 2018 the Committee released “Local Meat Production and Inspection in British Columbia” with 21 recommendations that encourage government coordination, and increased inspection, training, and education with respect to food safety and animal welfare. Ministry staff have been working since the report came out to address many of the recommendations including Grow, Buy, and Feed BC initiatives that support increased capacity for the sector, and Canadian Agricultural Partnership funding for food safety and traceability program development for businesses.

Finfish Aquaculture

The Province is continuing taking steps to transition to a sustainable salmon aquaculture industry that respects wild salmon, embraces reconciliation with First Nations and protects jobs.

In April 2018, we released the Ministry of Agriculture’s Advisory Council on Finfish Aquaculture’s (MAACFA) final report with recommendations on improving salmon aquaculture in B.C. In June, 2018, as per a MAACFA recommendation, the Province announced new conditions for the disposition of crown land for salmon aquaculture. Effective as of June 2022, the Province will only grant *Land Act* tenures to fish farm operators who have satisfied Fisheries and Oceans Canada (DFO) requirements that their operations will not adversely impact wild salmon stocks, and who have negotiated agreements with the First Nations in whose territory they propose to operate.

The B.C. government supports the evaluation and use of innovative technologies like closed containment to explore new markets and build on B.C.’s reputation as a provider of great-tasting, sustainable seafood. The Fisheries and Aquaculture Clean Technology Adoption Program (FACTAP) is a four year \$20 million program that is cost shared between the Federal and Provincial governments that will help Canada’s fisheries and aquaculture industries incorporate existing clean technologies into their day-to-day operations to reduce potential environmental impact of their activities. Launched in 2017, the Province contributes up to 10% of the cost of projects, with the balance shared between the federal government (up to 90%) and industry (up to 10%).

In the Broughton Archipelago area, historic government-to-government talks with First Nations have produced important recommendations to address First Nations’ longstanding concerns and protect and restore wild salmon stocks. Our government endorses the recommendations that resulted from the Broughton process and is committed to working with First Nations and DFO to implementing them.

The \$142 million B.C. Salmon Restoration and Innovation Fund announced in March 2019 will play a key role in funding these new initiatives that will improve the safety, efficiency, and environmental footprint of the salmon farming industry.

The Economy

British Columbia’s real GDP increased by 2.4 per cent in 2018 (according to preliminary GDP by industry data from Statistics Canada), the third strongest growth among provinces. Employment in BC grew by 1.1 per cent, a slower pace compared to previous years. Labour market conditions tightened further, while growth in wages and salaries remained strong. Domestic spending slowed somewhat, reflected by slower growth in retail sales and further moderation in housing activity, particularly home sales. Residential construction was strong with housing starts well above the historical average. Meanwhile, foreign demand overseas helped to support solid growth overall in BC’s merchandise exports.

Goals, Objectives, Measures and Targets

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

Objective 1.1: Help New Farmers Access Land

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.

Key Highlights

- Provided support to land matching and incentivize land availability; and
- Facilitated business, production and marketing knowledge transfer for new entrants.
- Identified and implemented opportunities to support farm transitions through succession planning.

Performance Measure(s)	2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.1 Number of succession planning workshops held	4	5	5	9	6	7
1.2 Number of attendees at succession planning events	N/A	110	160	169	120	140

^{1,2}Data Source: Ministry of Agriculture

Discussion

Only a small fraction of farms in BC had succession plans (1,175 out of 17,528), despite the average age of farmers being 56.3 years. The Ministry presented succession planning workshops around the province in order to encourage producers to plan for transition. The target change for 2019/20 and 2020/21 occurred because increasing the number of attendees for each workshop did not improve the learning outcomes. It was found that attendees learn more effectively in smaller settings.

Objective 1.2: Enhance Services and Support to Farmers

The Ministry will deliver a variety of programs to assist industry in increasing production, enhancing resiliency, furthering competitiveness and improving sustainability.

Key Highlights:

- Added Extension Services focussed on Organics, Seeds and Forage;
- Expanded service provided through AgriService BC as the primary point of contact for the Ministry;
- Continued to support on-farm environmental risk assessments (Environmental Farm Planning) and to increase adoption of beneficial management practices to improve soil, water and air quality, biodiversity, and waste management;
- Continued livestock protection (pilot program); advised growers on integrated pest management practices; and
- Maintained Provincially operated veterinary and plant diagnostic laboratories for the timely and accurate diagnosis of production limiting, foreign and new and emerging diseases and pests.

Performance Measure(s)	2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.1 Number of new Environmental Farm Plans	4737	5020	5200	5268	5400	5600

Discussion

An Environmental Farm Plan is a voluntary, confidential assessment of opportunities to enhance environmental operations of BC farms and ranches. An assessment is conducted by the farm/ranch operator with the assistance of a trained planning advisor. The performance measure is the cumulative number of completed Environmental Farm Plans. These assessments are a pre-requisite to accessing funding to implement Beneficial Management Practices targeted at a specific agri-environmental situations. Targets for were measured through the Canadian Agricultural Partnership fund. The EFP has consistent high level of interest. The program is promoted at tradeshow, industry events and through print media, which has resulted in strong awareness and uptake.

Objective 1.3: Enhance Industry Renewal and Supports

Key Highlights:

- Delivered the 2017 and 2018 Canada/British Columbia Wildfire Recovery Initiatives to ensure farmers and ranchers could return to full production and to survive the economic losses suffered;
- Delivered the British Columbia AgriStability Enhancement Program and Enabled late AgriStability enrollment under the 2018 coverage year to help producers who suffered large income declines in 2017;

- Supported the adoption of beneficial management practices through the delivery of the Beneficial Management Program to improve environmental sustainability of the sector;
- Supported the renewal of fruit and nut production in response to disease or market demands for different varieties; and
- Supported BC’s agrifood and seafood sector market development priorities in Federal, Provincial and Territorial government forums to strengthen the agriculture and agrifood sector.

Discussion

This objective was challenging to measure given its very broad nature and the fact that the Ministry’s programs will necessarily shift over time in response to emerging issues and trends. Work is ongoing to determine an appropriate measure.

Objective 1.4: Preserve and prepare the Agricultural Land Reserve to support the future of Agriculture

Key Highlights:

- Complete the Agricultural Land Use Inventory (ALUI) process for the Agricultural Land Reserve (ALR) by 2021.
- Completed a year-long independent Ministers’ Advisory Committee process of stakeholder and public engagement and strategic advice and policy recommendations for legislative, regulatory and administrative change to revitalize the ALR and the Agricultural Land Commission (ALC).
- Delivered substantive legislative and regulatory change under the *Agricultural Land Commission Act* and its regulations to better protect the ALR from non-farm development and to strengthen the ALC’s tools for ALR protection.

Performance Measure(s)	2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.4 Cumulative Hectares (Ha) of ALUI	3.0M Ha	3.5M Ha	3.9M Ha	3.7M Ha	3.9M Ha	4.5M Ha

^{1.4}Data Source: Ministry of Agriculture

Discussion:

Each ALUI project utilized a unique mix of partnerships and resources, depending on the interest in the project and the identified need for the data. Local governments, non-profit organizations, and community interest groups provide support for projects in their local areas.

ALUI projects rely on field surveying to verify data collected through remote sensing. In the past few years, ALUI projects have been concentrated in the northern regions where unavoidable wildfire events have reduced opportunities for field surveying. For this reason, several ALUI projects expected to be completed in 2018/19 will not be completed until 2019/20.

Objective 1.5: Support Climate Adaptation and Mitigation

Key Highlights:

- Worked with industry, local governments, research organizations, and other government agencies to increase the capacity of B.C. farmers to adapt to climate change;
- Supported the development and adoption of beneficial management practices or technologies for climate change adaptation and mitigation practices, processes, technologies and infrastructure;
- Supported the implementation of the *Pan-Canadian Framework on Clean Growth and Climate Change* through the Canadian Agricultural Partnership.

Performance Measure(s)	2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.5a Number farms using renewable energy systems	140	280	280	N/A	718	718
1.5 b Cumulative number of climate adaptation projects completed	29	59	58	62	65	67

^{1.5b} Data Source: BC Agriculture and Food Climate Action Initiative

Discussion:

The Ministry supported the development of innovative products, tools and processes to reduce greenhouse gas emissions and adapt to climate change. The Ministry took significant action to support the agriculture sector's adaptation to climate change. The regional and farm-level adaptation projects were delivered collaboratively by industry, local governments and other partners through the BC Agriculture & Food Climate Action Initiative.

Regional adaptation strategies have been developed for key agricultural regions of BC, including the Cowichan, Delta, Peace, Cariboo, Fraser Valley and Okanagan. In addition, new regional adaptation strategies are under development in Kootenay & Boundary and in Bulkley-Nechako & Fraser-Fort George. Priority actions from the completed strategies were developed into projects that provided collaborative solutions to regional issues. Project examples include farm-level toolkits and manuals, producer decision support tools, and projects that address key climate change risks such as wildfire, flooding, and water management.

The Farm Adaptation Innovator Program supported applied research projects at a farm level to pilot, demonstrate, and share knowledge about farm practices and technologies that reduce climate change related production risks.

It is common for regional adaptation projects and farm-level projects to be delivered over multiple years, to accommodate their large scope, multi-partner stakeholder nature, or the need to include multiple production seasons. For this reason, there are typically larger numbers of projects completed in the last two years of the five year funding cycles (2013 - 2018 and 2018 - 2023) than in the earlier years. Most of the adaptation projects funded through the Canadian Agricultural Partnership will not be completed until 2021-2023.

Objective 1.6: Enhance Seafood and Aquaculture

Key Highlights:

- Announced a joint commitment of \$142 million dollars with the federal government over the next five years to protect wild salmon through the B.C. Salmon Restoration and Innovation Fund, (BCSRIF) the largest provincial financial commitment to protect wild salmon in the past 20 years;
- Announced a \$1.3M oyster recovery fund, to aid British Columbia oyster growers for the purchase of oyster seed to support production continuity.
- Supported international fisheries treaty and seafood trade negotiations including successful renegotiation of the Canada-US Pacific Salmon Treaty
- Supported government-to-government discussions regarding fish farms in First Nations traditional territories in the Broughton Archipelago;

Performance Measure(s)		2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.6	Seafood landed value	\$1.17 billion	\$1.20 billion	\$1.24 billion	N/A	\$1.2 8 billion	\$1.32 billion

^{1.6}Data Source: Ministry of Agriculture

^{1.6}2018/19 actuals are not available until the summer of 2019

Discussion:

Wild fisheries are managed by Fisheries and Oceans Canada (DFO), but B.C. plays a key role in representing provincial interests at both domestic and international fisheries tables. B.C.'s extensive coastline and unique geography provide for a significant fisheries and seafood industry. In 2017, fisheries and aquaculture in B.C. harvested over 100 different species of fish, shellfish and marine plants with a wholesale value of \$1.749 billion. The aquaculture and fisheries sectors provide thousands of jobs to British Columbians.

However, there is some uncertainty for the industry in the future. Recent growth rates for B.C.'s seafood landed values fluctuated from 3% to 33% and then remained flat in the most recent year, resulting in conservative targets. High variability in wild salmon returns and other species abundance continue to challenge commercial growth for those fisheries. Additionally, poor salmon stock returns and protective measures for chinook salmon and Southern Resident Killer Whales have restricted recreational fishing opportunity in B.C., particularly in the south coast. Additional factors such as climate change threaten the sustainability of many other wild fish stocks, as well as the shellfish

aquaculture sector. The Ministry of Agriculture will continue to play a role in finding solutions to address these key issues facing the fisheries and seafood sectors.

Objective 1.7: Protect animal, plant and human health

Key Highlights:

- Worked with the federal government and other provincial/territorial partners to implement the Plant and Animal Health Strategy;
- Continued to work with government and industry groups to identify and implement traceability and biosecurity strategies that will reduce the risk of animal disease outbreaks;
- Maintained enforcement to prevent unlawful slaughter of animals for human consumption, unlawful use of organic labelling, and unlawful seafood processing;
- Launched review of provincial slaughter capacity to ensure that BC’s local producers have access to required services and maintain high standards of food safety and quality for BC meat products;
- Provided financial incentive through cost-share funding to implement practices and systems, such as enhanced on-farm and post-farm food safety, and livestock tag reading infrastructure, to address market and regulatory demands.

Performance Measure(s)		2016/17 Actuals	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
1.7	Number livestock farms and co-mingling sites registered under BC Premises ID Program	2,837	3,584	4,080	4,411	4,900	5,700

^{1.7} Data Source: BC Premises ID System – Status Reporting

Discussion:

The BC Premises Identification Program (Premises ID) is one of the pillars of livestock traceability and links livestock and poultry to land locations or premises. The BC Premises ID Program was established to support the planning, control and prevention of foreign animal disease outbreaks, such as Avian Influenza in poultry or Bovine Tuberculosis in livestock. BC Premises ID information has potential to be used as an early warning system to notify animal owners of an emergency such as flood or fire that could affect their animals or operations. The majority of regulated pork, poultry and dairy cattle premises have been registered through collaboration with industry boards and associations. Among non-regulated producers, the Ministry is using a range of strategies to encourage voluntary registration, including collaboration with commodity associations, promoting the program through industry events and publications, and highlighting the program at wildfire planning workshops.

Several factors, such as market and regulatory demands and increased wildfire frequency and severity are expected to continue to drive an increase in registration rates. The target for 2018/19 was increased from that of previous year’s service plan because of a significant a boost in registrations in April 2018 following an education campaign spearheaded by the Canadian Cattle Identification Agency. Targets for the next three years were also increased in anticipation of the introduction and implementation of the federal livestock traceability requirements, which would require reporting of premises ID information.

Goal 2: Feed BC: Build the value of and access to BC food

Objective 2.1: Build capacity along the value chain of BC producers, processors and distributors to expand the availability of BC foods

Key Highlights:

- Worked with partners across government, including health and education sectors, to identify opportunities for government institutions to increase the purchase of BC foods; and
- Provided education, training and collaboration opportunities to BC producers, processors and distributors on the requirements for institution ready foods (e.g., hospital and health care institutions).

Performance Measure(s)		2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
2.1 a	Annual value of domestic purchases of agriculture and seafood products	\$6.2 billion	\$6.38 billion	\$6.8 billion	N/A	\$7.2 billion	\$7.6 billion
2.1 b	Number of knowledge transfer events that support the purchase of BC food by BC government facilities	0	N/A	6	9	9	12

^{2.1a} Data Source: BC Stats estimates

^{2.1a} 2018/19 awaiting actual figures from BC Stats

^{2.1b} Data Source: Ministry of Agriculture

Discussion:

The Ministry measured the annual value of domestic purchases of agriculture and seafood products, and increased the number of knowledge transfer activities that support this.

Objective 2.2: Accelerate the pace of innovation along the innovation continuum (research, pilot, commercialization and adoption)

Key Highlights:

- Supported activities that enhance the ability of the sector to research, develop, pilot, commercialize and/or adopt new products, processes or technologies; and
- Developed a BC Food Hub Network model that will foster growth and innovation in the processing sector through improved access to facilities, equipment and business supports.

Performance Measure(s)		2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
2.2 c	Cumulative number regional innovation centres supported	0	1	2	6	12	12
2.2 d	Cumulative number innovations commercialized or adopted	10	20	25	39	45	50

^{2.2c} Data Source: Ministry of Agriculture

^{2.2d} Data Source: Ministry of Agriculture

Discussion:

The cumulative number of regional innovation centres supported links to the Minister’s mandate letter commitment to develop a BC Food Innovation Centre, which is being pursued by way of the BC Hub Network (previously referred to as “regional Aghub model”). Since its launch in 2017/18, the Ministry has increased its capacity to support regional innovation centres, by way of securing dedicated funding for the BC Food Hub Network. Given the Ministry surpassed its 2018/19 target, targets for subsequent years have been increased to account for this success. It is anticipated that by 2020/21, the Ministry will have supported a total of 12 locations interested in developing regional innovation centres across the province.

The cumulative number of innovations that become commercialized links to the overarching objective of the Innovation Program, which is to accelerate projects from late-stage research through to commercialization. Under *Growing Forward 2*, which concluded March 31, 2018, approximately 20 innovation projects funded under the Innovation Program resulted in commercialization. In 2018/19 the target was exceeded as an additional 19 innovation projects funded reached commercialization. The targets have been altered as it is anticipated that another four will reach commercialization by 2019/20 and by 2020/21, at which time the *Canadian Agricultural Partnership* will be in its third year of operation, the cumulative count of innovation projects reaching the commercialization phase is targeted at 50.

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.

Key Highlights:

- Enhanced consumer recognition of the Buy BC brand through the delivery of communication and promotional activities, including a province-wide Buy BC advertising campaign and a Buy BC: EAT DRINK LOCAL restaurant and food service promotion;
- Delivered the first Every Chef Needs a Farmer, Every Farmer Needs a Chef event, which connected nearly 300 industry participants to facilitate crop/menu-planning activities and expand local market opportunities of BC agriculture, food and beverage products;
- Supported Buy BC cost-shared partnership activities to enhance the ability of BC’s agriculture and seafood sector to promote local food and beverages to consumers across the province; and
- Built the local food literacy of BC consumers through the delivery of resources and activities, including the development of a Buy BC website, that promoted the availability of local food in BC and the importance of BC’s agriculture and seafood sector to local communities, the local economy and B.C’s long-term food security.

Performance Measure(s)		2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
3.1	Annual value of domestic purchases of agriculture and seafood products	\$6.2 billion	\$6.38 billion	\$6.8 billion	N/A	\$7.2 billion	\$7.6 billion

^{3.1} 2018/19 awaiting actual figures from BC Stats

^{3.1} Data Source: BC Stats estimates

Discussion:

This performance measure tracks sales and Gross Domestic Product (GDP) for over 200 primary agriculture products and 100 species of fish, shellfish and marine plants that are produced in BC. Buy BC programming is intended to encourage the purchase of BC agriculture and seafood products. The increase of domestic sales can be attributed to combination of an increase brand recognition and enhanced promotion initiatives.

Objective 3.2: Execute the Ministry’s international marketing strategy to help producers and processors expand sales in priority export markets.

Key Highlights:

- Delivered market development initiatives to expand export sales of BC’s agriculture and seafood products to international markets, including the U.S., China, Japan, South Korea and Hong Kong, in collaboration with the Ministry of Jobs, Trade and Technology;
- Supported cost-shared partnership activities to enhance the ability of BC’s agriculture and seafood sector to access and expand international markets;
- Supported marketing skills capacity building, market information and intelligence, and strategic market development planning initiatives that enhance the ability of BC’s agriculture and seafood sector to identify, analyze and respond to emerging market opportunities; and
- Continued to expand the [B.C Agriculture and Seafood Export-Ready Business Catalogue](#) to help facilitate the development of new trade relationships between BC exporters and foreign buyers.

Performance Measure(s)		2016 Baseline	2017/18 Actuals	2018/19 Target	2018/19 Actuals	2019/20 Target	2020/21 Target
3.2	Annual value of international agriculture and seafood exports	\$3.8 billion	\$4.1 billion	\$4.4 billion	\$4.6 billion	\$4.5 billion	\$4.7 billion

^{3.2}Data Source: Statistics Canada

Discussion:

B.C. exported a record \$4.6 billion in agrifood and seafood products to 157 markets in 2018/19. Total agrifood and seafood exports were up and demonstrate the value of BC’s international market development initiatives to support producers and processors to export to priority markets.

Financial Report

Discussion of Results

In fiscal 2018/19 the Ministry applied the first of three years of funding provided to support the Grow BC, Buy BC and Feed BC programs to help expand the agrifood sector. It was also the first year of the five-year Canadian Agricultural Partnership agreement with the Government of Canada which focuses on advancing innovation, competitiveness and market development to ensure Canadian producers and processors have the tools and resources needed to help the sector grow trade and strengthen confidence to capitalize on emerging market opportunities. This included the AgriRecovery and AgriStability programs which provided support to farmers and ranchers to recover from the 2018 Wildfires; and to manage rising input costs, and production losses.

During the year, the Province invested \$5M in the Pacific Salmon Foundation to continue its wild salmon conservation work. This transfer, along with further support to the BC Farm Industry Review Board to manage Cannabis legalization implementation, was funded by accessing the Contingencies and New Programs vote.

Financial Report Summary Table

	2018/19 Estimates	Other Authorizations ¹	Total Estimates	Actual	Variance
Operating Expenses (\$000)					
Agriculture Science and Policy	18,866	4891	23757	21,722	(2035)
Business Development	48,414	0	48,414	50,582	2,168
BC Farm Industry Review Board	1,233	110	1,343	1,465	122
Executive and Support Services	6,846	0	6,846	6,592	(254)
Agricultural Land Commission	4,584	0	4,584	4,581	(3)
Production Insurance Special Account (Net)	13,200	0	13,200	13,200	0
Sub-Total	93,143	5,110	98,253	98,142	(111)

¹ "Other Authorizations" include Supplementary Estimates, Statutory Appropriations and Contingencies. Amounts in this column are not related to the "estimated amount" under sections 5(1) and 6(1) of the Balanced Budget and Ministerial Accountability Act for ministerial accountability for operating expenses under the Act.

² The Adjustment of Prior Year Accrual of \$0.353 million is a reversal of accruals in the previous year.

Adjustment of Prior Year Accrual ²	0	0	0	(353)	(353)
Total	93,143	5,110	98,253	97,789	(464)
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)					
Executive and Support Services	1,191	100	1,291	919	(372)
Total	1,191	100	1,291	919	(372)

Appendix A: List of Crowns, Agencies, Boards and Commissions

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](#)

