

# Feed BC | Bringing more BC food into BC government facilities

## OVERVIEW

Feed BC was identified as a key priority in the BC Minister of Agriculture’s 2017 mandate letter. Feed BC aims to encourage, inspire and support long-term system changes that will increase the use of BC-grown and processed foods in hospitals, schools, and other government-supported facilities.

## FEED BC GOALS AND OBJECTIVES

### Goal

Increase the use of BC-grown and -processed foods in hospitals, schools, and other government-supported facilities







### Objectives

1. Shift the current procurement priorities and practices that government facilities are using, to better emphasize BC food.
2. Build capacity of BC producers and processors to increase supply of BC food to government facilities.
3. Build capacity of distributors to expand the availability of BC food.

Long-term, Feed BC aims to support a steady, predictable market for local producers and processors, and a viable and sustainable BC-based agriculture and food system.

## WHOLE SYSTEMS APPROACH

Increasing the use of BC foods in government facilities requires a systems change for institutional procurement. It must strengthen both the supply and the demand for BC foods. It relies on farmers, fishers and processors having an adequate supply of institution-ready BC foods, on distributors carrying these foods, and on facilities committing to choosing these foods. It requires working across Ministries to engage a variety of stakeholders from health, post-secondary institutions and K-12 education. To support this shift, Feed BC aims to build capacity along the whole value chain.

	Area of Focus	Feed BC Example Initiatives (2018- present)
SUPPLY SIDE	System-Wide	<ul style="list-style-type: none"> <li>Value Chain Advisory Group: representatives from all parts of the food supply chain; provides insight into opportunities for more BC foods in facilities</li> </ul>
	 BC FOOD PRODUCERS	<ul style="list-style-type: none"> <li>Pilot training workshops for small producers/ processors on how to sell to facilities</li> <li>Study on Value Chain Coordination models (matchmaking different parts of the food supply chain)</li> <li>Study on local food aggregation (combining products to meet volumes for larger buyers)</li> </ul>
	 BC FOOD PROCESSORS	<ul style="list-style-type: none"> <li>Market Development Strategy: top BC food products needed in BC healthcare</li> <li>New Ministry food processing specialist position, to help processors be institution-ready</li> <li>Food processing business training workshops, with new content on how to sell to facilities</li> </ul>
	 DISTRIBUTORS + PURCHASERS	<ul style="list-style-type: none"> <li>Exploring broadline distributor partnership to support BC producers/ processors to be healthcare-ready, increase BC food options</li> </ul>
DEMAND SIDE	 POST-SECONDARY INSTITUTIONS	<ul style="list-style-type: none"> <li>Study on current use of BC products in post-secondary institutions, barriers and opportunities</li> </ul>
	 SCHOOLS & OTHER GOV'T FACILITIES	<ul style="list-style-type: none"> <li>To be initiated in 2020</li> </ul>
	 HEALTH FACILITIES	<ul style="list-style-type: none"> <li>See next page</li> </ul>

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## FEED BC IN HEALTHCARE

The Ministry of Agriculture is working closely with the Ministry of Health in collaboration with BC's regional health authorities to determine the facilitators and barriers to BC food procurement in health care and facilitate supports to increase the use of BC foods. Working with the Ministry of Health has enabled Feed BC to build on existing relationships and tailor strategies to meet the unique needs and interests of its stakeholders.

### PHASE 1: Understanding the System (Fall 2017-Spring 2019)

- Regional consultation with health authorities, their suppliers and contracted food service companies to understand the facilitators and barriers to BC food procurement in health care.
- Established Feed BC Value Chain Advisory Group to build understanding of key challenges and opportunities for procurement of BC foods in facilities.
- Engaged a contract/procurement specialist to review the language in existing group purchasing organization and food service management company contracts and advise on ways to prioritize the purchase of more BC food
- Ministry of Health Policy Communique (January 2019): Direction to health authorities to annually track the amount spent (as a percentage) on BC food and without violating trade agreements, seek opportunities to increase BC food purchases.

### PHASE 2: Test Strategies and Scale Up (Spring 2019 - )

- Launch of Feed BC Interior Health Project (March 2019): project facilitators, promotional materials and food service staff support and training, to support Interior Health in increasing the use of BC foods
- Working with health authorities to refine methodology for tracking BC food spends
- Onboard additional health authorities for Feed BC implementation projects
- Explore opportunities for traditional foods in BC healthcare



## CONTACTS

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