

# **BC Food & Beverage Processing Council**

## **First Year Work Plan**

The BC Food & Beverage Processors Steering Council believes it is important to launch the industry strategy quickly and constructively. It proposes an aggressive first year work plan that emphasizes swift implementation and the delivery of tangible benefits to industry members.

The First Year Work Plan is designed to encourage participation and build support by implementing initiatives that respond to industry needs, as defined in the research, and deliver value to individual members. The key strategic initiatives are:

- a) Enhance the competitive position of BC processors by:
  - Leading and/or sponsoring advanced Food Safety/HACCP workshops.
  - Leading and/or sponsoring Access to Capital workshops modeled after successful events in Ontario.
  
- b) Build BC's reputation in health and lifestyle product markets by:
  - Developing and disseminating market trends bulletin.
  
- c) Build business relationships and opportunities for collaboration with Value Chain partners by:
  - Initiating an industry-wide conference or forum on Value Chain concepts, applications and improvement opportunities, possibly in conjunction with the Canadian Council of Grocery Distributors and the Chilliwack Agriculture Commission.
  
- d) Enhancing industry communications and coordination by:
  - Aggressively promoting the Industry Strategic Plan and soliciting project proposals.
  - Coordinating/participating with non-BC organizations on strategic initiatives that support this plan (e.g., CCGD on value chains, FCPMC on food safety, CME on export development, etc.)
  - Pursuing meetings with external organizations and participating in the activities of the Food Processors Alliance<sup>1</sup> on an ongoing basis.

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<sup>1</sup> The Food Processors Alliance is a national forum for food and beverage processing organizations across Canada. At present, its primary role is to facilitate the exchange of information and identify areas of common interest across federal and provincial jurisdictions.



**II:B) First Year Work Plan Activities - Budget**

Strategic Goal	TOTAL		AFFF		Industry		
	\$(000)	%	\$(000)	% of share	In Kind \$(000)	Cash \$(000)	% of share
<b>Council Initiated Projects:</b>							
<b>1 Enhance Competitive Position</b>							
a) 3 HACCP / Food Safety workshops	37.0	8.2	24.0	64.9	4.0	9.0	35.1
b) 3 Access to Capital workshops	18.0	4.0	11.7	65.0	1.8	4.5	35.0
<b>2 Build Reputation in Health &amp; Lifestyle</b>							
a) Publish Market Trends Bulletin	20.0	4.4	13.0	65.0	2.0	5.0	35.0
<b>3 Value Chain Business Relationships</b>							
a) Initiate industry-wide forum	20.0	4.4	13.0	65.0	2.0	5.0	35.0
<b>4 Communications / Coordination</b>							
a) Promote the Strategic Plan	40.0	9.0	30.0	75.0	6.0	4.0	25.0
b) Coordinate/participate with non-BC organizations on strategic initiatives that support this plan (e.g., CCGD on value chains, FCPMC on food safety, CME on export development, etc.)	10.0	2.2	6.5	65.0	1.0	2.5	35.0
<b>Sub Total</b>	145.0	32.2	98.2	67.7	16.8	30.0	32.3
<b>Projects Supporting Strategic Goals:</b>	305.0	67.8	201.8	66.2	26.9	76.3	33.8
<b>TOTAL</b>	<b>450.0</b>	<b>100.0</b>	<b>300.0</b>	<b>66.7</b>	<b>43.7</b>	<b>106.3</b>	<b>33.3</b>

## **Communications Strategy:**

The purpose of the Communications Strategy is to:

- Raise awareness and understanding of the Strategic Plan among BC processors and other stakeholders in the food and beverage value chain.
- Promote participation in the strategic initiatives outlined in the plan, and help solicit project proposals.
- Report on the industry's progress toward fulfillment of the plan, including achievements in individual initiatives.
- Celebrate successes and promote a 'culture' of growth and optimism among BC processors.

The Communications Strategy is an integral part of the Industry Strategic Plan and will be implemented immediately upon approval to proceed. The Communications Strategy will include the following action items:

- Announcement and promotion of the industry strategy.
- Solicitation of project proposals, including distribution of 'how to apply' information.
- Periodic updates / progress reports on individual initiatives and fulfillment of the strategic plan.
- Use of a web site as central news and information repository.
- Information support for Ministers of Agriculture, sector organizations, local media.
- Outreach to communications channels of value chain partners.

The Communications Strategy will expand upon an existing communications infrastructure furnished by the Investment Agriculture Foundation and adopted by the Steering Committee as part of its umbrella organization feasibility / strategy development project. This infrastructure utilizes internet technology as a primary vehicle, supplemented by an array of print materials. Communicating through existing sector organizations is likely to be an additional component of the Communications Strategy.

The Communications Strategy will apply through the life of the Industry Strategic Plan. Primary responsibility for its execution will rest with the Administering Organization.