NORTH CARIBOO AGRICULTURE AWARENESS AND MARKETING PROJECT

Website: www.farmed.ca *Email: info@farmed.ca*

Project Description

The North Cariboo Agriculture Awareness and Marketing project will provide a vehicle to aid regional agri-businesses. The project is divided into the following components listed in order of priority:

- Highway Billboard Signage – approximate size 16' x 12'; 2 permanent signs erected on posts situated in a field adjacent to Highway 97; text on the signs would read, as an example, "*Welcome to North Cariboo Farm Country*" with some symbols of farm products / services available (e.g. meat, birch syrup, poultry, accommodation, vegetables, fruit, wine, fibre, honey, agritourism, etc.), the North Cariboo "brand", and a link to a website (www.farmed.ca), directions for more information, sponsorship logos, etc.

- Kiosk – a central location displaying similar information as the Highway Signage with more specific information such as addresses, maps, brochures, paid advertising, business cards, etc.

- Branding – the development of a logo specific to North Cariboo agriculture for identifying products.

- Farm Fresh Product Guide – a 24 page booklet highlighting the farms, products, services and experiences available in the North Cariboo to be distributed throughout the community and available on line at www.farmed.ca; guide will be an update of the 2009 Farm Fresh Product Guide (sample provided); 8,000 copies to be produced.

- Farmer Appreciation Week: A week will be denoted as Farmer Appreciation Week during which a main agricultural festival and /or event will occur including the Junior Farmer Program. Other agricultural based organizations (e.g. Quesnel Farmers Market (HARVEST), the local Farmers Institute, Cariboo Central Interior Poultry Producers Association, Quesnel Cattlemen's Association, etc.) and local food stores will be invited to participate in this event.

- Agritourism Circle Tour – a number of regional tours enabling local dignitaries, representatives from the tourism, economic diversification and agriculture sectors and members of the public to view and experience agricultural operations and products.

- North Cariboo Farm Tour Brochure – update of the 2007/08 North Cariboo Farm Tour Brochure (sample provided), which focuses on agritourism, farm visits, farm tours, and educational tours; 10,000 copies to be made.

- Website Presence – all products produced under this project will be available online at www.farmed.ca and links between funding / partner agencies (Community Futures, Cariboo Regional District, Quesnel Farmers Market, School District #28, College of New Caledonia, University of Northern BC, etc.), tourism agencies (Quesnel Visitor Info. Centre, Cariboo Chilcotin Coast Tourism Association, HelloBC.com), and municipal and regional governments (City of Quesnel, City of Williams Lake, Cariboo Regional District) will be added.

- Sustainability and Capacity Development – to build capacity within both the local agriculture sector and all levels of government so that local agriculture is both supported and thrives; this project will include:
  (i) communicating with the City of Quesnel, Cariboo Regional District, Ministry of Agriculture & Lands, Ministry of Rural and Community Development to discuss capacity building and further implement plans which include developing a Agriculture Advisory Committee
  (ii) planning both educational workshops for local farmers and a conference focused on these issues
  (iii) planning the 1st Annual Farmer Appreciation Week

- Marketing Products and Tourism Package Development – to develop an innovative and future focused plan to promote local agriculture products and services and encapsulate some of these into a variety of tourism packages; this includes video / film, geocache passport, and marketing products discussed above.

For additional information contact Heloise Dixon-Warren at 250-249-5329

or www.farmed.ca