



North Cariboo Agricultural Marketing Association
 Farming Agriculture Rural Marketing Eco-Diversification
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Celebrating 20 Years of FARMED!

**FARMED Board of Directors
 MEETING MINUTES
 May 26, 2026, 10:30 am – 12:30pm
 Venue: ZOOM**

FARMED acknowledges the Traditional Territories of the Dakelh, Secwepmec, and Tsilhqot'in peoples on which we live, work, play and grow, collect and process our food.

Directors: Heloise Dixon-Warren, Chair (Newsletter); Lynda Atkinson, Vice Chair (Newsletter); Lori Fogarty, Secretary / Treasurer (Website Liaison); Barb Scharf, Director (Membership); Wylie Bystedt, Director (Newsletter), Amy Carlson (Director at Large)

In attendance: Heloise Dixon-Warren, Moose Meadows Farm; Lori Fogarty; Lynda Atkinson, Sisters Creek Simmentals;

Regrets: Amy Carlson, Ravencroft Rabbitry and Urban Homestead; Barb Scharf, Arcadia Borealis Gardens, Wylie Bystedt, Coyote Acres Farm

1. **Welcome / Round Table** - everyone present
2. **Adoption of Amended Agenda** -any additions Lori / Lynda **Carried**
 Adoption of February 10, 2026 minutes: Lori / Lynda **Carried**
 * attached to Calendar Invite
3. **Financial Report:** Lori Fogarty Lori / Lynda **Carried**
 * Circulated by Lori - May 22, 2026
 * attached to Calendar Invite
4. **Correspondence:**
 Invitation: BC Farm to Hospital Pathways (received via email)
 From Roya Damabi (May 20,2026)

Hi there,

My name is Roya and I'm working with the Provincial Food Service Planetary Health Working Group, which includes all health authorities in BC. Stefanie Finch is part of the working group, and suggested that I reach out to your organization.

I work at [Nourish](#), and we are tasked to support the working group's efforts by creating a farm to hospital toolkit. The purpose of this resource is to support BC health care to bring locally grown and produced food into health care where it can benefit patients and broader communities. And, to help make health care feel more accessible for farmers and food producers with some promising practices health care can employ.

To support this work, I'm looking for people who can offer their experience and perspective from working at the intersection of food and health via a 30-minute conversation - to offer their insights on the opportunities, challenges, and hopes they see connecting health care and local food. At a high level, I'm interested in your experiences and perspectives on questions like:

- What are opportunities and challenges do you see or experience trying to build relationships and value chains between health care and local food in BC?
- If you had a magic wand, what change would you make to facilitate strong local, sustainable food value chains for BC health care?
- What's working well, and where can we turn up the good?
- From your perspective, what tools or resources would make it easier (e.g., safety guidelines, planning checklists, contact lists, guidebooks, something else, etc.)?

If this sounds possible and interesting to you, I invite you to [book a time directly to chat with me that works for your schedule](#). You'll see arrows in line with the dates - click the arrow to see further ahead in my calendar. I'm seeking to speak with folks this month.

I'm happy to respond to any questions, or to arrange a conversation another way.

When we meet, I will ask for your consent to record the conversation, which helps me take notes and gives me a transcript from which I can work. If you prefer not to be recorded, that's ok. Insights will be aggregated from all conversations and not attributed to any one person.

Thanks for considering, and I look forward to hearing from you,

Roya

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ACTION: Heloise will connect with Roya and set up a meeting time.

5. Membership Update: 33 members (26 regular & 7 associate)

New Members: Todd Thiessen and Dory O'Brien (Bouchie lake), Cariboo Organics

6. Newsletter:

Nearing 500 subscribers at which time a fee is charged to send out the newsletter to over 500 subscribers.

MOTION: Heloise moves that FARMED approve up to \$270 paid annually for the Growing Business platform with Mailerlite. Seconded by Lori **Carried**

June newsletter is near completion

July newsletter will be setup and partially completed for additions by Wylie and Heloise, while Lori is in Europe.

Lynda will send an article on the Ag Council for the July newsletter.

7. Old Business:

i) AgriTourism in the Cariboo-Chilcotin? Current and Future! - NEXT Steps

Heloise and Jenny Bakken (Marketing Mgr.), CCCTA met May 11th (via Zoom)
Next Meeting: May 26th, 1 pm - 2pm (Zoom)
Calendar Invite set up; all Directors Invited

Notes to Share:

Jenny and HDW revised AGRICONNECT - comments from Jenny - excellent resource for producers; not easy to navigate for consumers; what is the objective of consumers connecting with the site: what do we want them to find on the site.... And it has to be easy!

All operators in the Cariboo-Chilcotin who provide accommodation or is an attraction can be listed on CCCTA at NO Charge

How to Create a Business Listing
How to Update a Business Listing
Share Your Special Offers
Promote an Online Store

<https://industry.landwithoutlimits.com/resources/presence/>

EVENT PROMOTION

<https://industry.landwithoutlimits.com/services/event-promotion/>

[Share Your Stories with a Global Audience](#)

CCCT is once again headed to the International Media Marketplace with the mission of getting global journalists and editors interested in covering what the Cariboo

Chilcotin Coast has to offer. If you have a new experience, cool story or something you want us to highlight please email admin@landwithoutlimits.com using the subject "IMM Ideas."

Agri-Tourism

<https://landwithoutlimits.com/experiences/agri-tourism/>

North Cariboo Operators listed:

Alex Fraser Park
Barkerville Brewing
Dolly's Reach Bistro
Moose Meadows Farm
Robert's Roost

Shared CRD North Cariboo Ec. Development Business Plan and FARMED Presentation to Northern Caucus, Feb. with Jenny

Action: HDW to compile list of Agri-Tourism Operators in the North Cariboo (Electoral Areas A, B, C and I) & share with Jenny before next meeting; 29 potential identified (4 are FARMED Members)

[Agritourism Operators_North Cariboo_2026](#)

Possible Marketing Campaign to be developed in partnership with CCCTA; nothing confirmed

ACTIONS:

- Heloise will write a story on FARMED including information on the 20th anniversary to be posted on the CCCTA website.
- Identify FARMED members doing accommodation and other Agritourism activities and provide the information to put a listing on the CCCTA website.
- Follow up from the meeting on May 26, at 1pm

ii) Presentation to Northern Caucus - February

[CRD Board of Director's Agenda - May 29th](#)

Section 9.18

[North Cariboo Rural Director's Caucus Meeting - May 19th](#)

3.2 Request for Support: North Cariboo Agricultural Marketing Association (FARMED) NCR.2026-05-04
Moved Director Glassford
Seconded Director Audet

That \$1,500 be provided to the North Cariboo Agricultural Marketing Association from the 2026 North Cariboo Economic Development function budget.

Carried

Comments: FARMED was not notified that our request dating from February 10, 2026 would be discussed on May 19th; had we been notified, we could have had a representative attend the meeting to listen to the discussion and answer any questions

FARMED activities align with multiple goals identified in the N. Cariboo Ec. Development Business Plan

Heloise motions: FARMED requests Budget for North Cariboo Economic Development Function with information as to the following:

i) Total Annual Budget (taxation) for North Cariboo Economic Development Taxation Function;

ii) how funds collected through taxation are dispersed and to which groups and agencies; and

iii) Listing of Contribution Agreements and/or multi-year funding agreements with organisations (e.g. McLeese Lake Farmers Market Association (2025-2027), Bouchie Lake Watershed Stewardship Society, Cariboo Agricultural Development Advisory Committee, Quesnel Visitor Information Centre; goal is to understand how to meet the threshold so as to enter into a multi-year funding agreement with the CRD;

iv) Meet with CRD Staff to explore how FARMED can support and participate in the realisation of Goal 6

Seconded by Lori Fogarty

Carried

Write a letter thanking the CRD for this contribution and further understand how funds are allocated and what the priorities are for meeting their agricultural goals.

MOTION: Heloise moves that a letter is written to the North Cariboo Directors Caucus for this contribution and request a Q&A session at the June 9th meeting at 3pm and the letter will be sent to all members of the caucus. Lynda seconds **Carried**

Goal: Develop a pilot agritourism tour in the North Cariboo.

Rational: Agritourism is growing in the North Cariboo, providing a positive impact on both the tourism and agriculture sectors. A pilot tour of agritourism sites will raise their profile and offer valuable insights for operators interested in developing their own.

Strategy: Work with agriculture organizations in the North Cariboo to develop a pilot agritourism tour. Funding is allocated in the function financial plan for this project.

iii) 20th Anniversary Plans: Wylie Bystedt

Need to follow up with Wylie to firm up plans on the Sept 5 event and FARMED to Chef event.

iv) Other Partnerships:

Organisation / Agency	Contact	Comments	Actions / Next Steps
Enbridge	Seanna McDonald, Community & Indigenous Engagement seanna.mcdonald@enbridge.com 236-587-1442. Teisha Kaiser, Corporate Citizenship Program Teisha.Kaiser@enbridge.com	Seanna emailed FARMED - April 28th; FARMED responded May 4th and May 24th	A meeting with Enbridge has been scheduled for June 8 from 10:30 – 11 am
Lhtako Dene Nation / Barkerville	Rocky Nenko rocky@lhtako.com 250.255.1774	FARMED emailed Rocky March 11th Heloise FB messaged; FARMED emailed May 24th	Rocky was interested in getting farm products into Barkerville stores. Follow up with a call and perhaps incorporate into the CCCTA marketing plan.
Osisko Development	Community Relations Office Barkerville old Project site feedback@osikodev.com 778.414.8493	Lori & Heloise connected with reps. At Quesnel Tradeshow re: local food availability; potential sponsorship of Agriconnect	Work towards making contact.

iv) Strategic Planning: [ACTION PLANNING SESSION \(May 15\)](#) – work is ongoing

8. New Business:

i) Connecting Food in the North Event - April, 2026; attended by Heloise in Smithers, BC

ii) Online Shopping / E-Commerce

Local Food from Local Farms and Ranches
Peace River Food Hub

<https://peace-region-farmers-institute-food-hub.localline.ca/store>
peaceregionfi@gmail.com

Powered by LocalLine (<https://www.localline.co/>)

Heloise will set up a meeting with a contact with the Peace River Food Hub
Caitlin Vince, Distribution Manager (manager@northernroutesfoodnetwork.com)

There is the potential for a partnership or coordination with Sprout Kitchen.

Email from Jeff at ABC Weblink (April 30th):

Hi Heloise,

Ya, I'd be happy to explore that with you.

The challenge to making this work isn't the technology. I can make the tech work pretty easy. Or there other platforms such as LocalLine and many, many, others.

*Instead the main hurdle is the supporting infrastructure, systems, and procedures. The biggest one is for sure **shipping**; frankly the shipping is the thing that makes most of these initiatives non-viable. People are used to Amazon free shipping ... but for regular vendors like you and me shipping almost anything costs \$15 minimum. That just eats up the whole profit margin on many projects.*

There are other questions too. Who are we selling too? What makes us unique? Are all our members selling? Non-Members? What are we selling? Anything? Food only? Taxes? Who is responsible for fulfillment? How is the money handled?

*None of these questions are firm roadblocks ... however, I'd put some time and thought into them before even starting the conversation about the technology. Come up with a really solid plan about **exactly** what you want to do. Then I can build the tech into your website to support that plan.*

My suggestion is to "think local". Let's make it easy for local consumers to support local producers from a central hub. That makes many of the problems (including shipping) way, way easier to solve.

PS: My solution won't add \$80+USD to you monthly cost :)

Have a great day.

Jeff Paetkau

9. Next meetings:

FARMED Board Meeting: Monday, June 8 at 11:30am - 1pm

Meeting with Enbridge: Monday, June 8 at 10:30am - 11:00pm

North Cariboo Rural Caucus Q&A Tuesday, June 9 at 3pm

FARMED 20th Anniversary Committee Meeting: TBA

10. Meeting adjourned: 12:20pm