



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

July 24, 2026, 9:30 - 10:45 am

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; Amy Carlson, Ravencroft Rabbitry and Urban Homestead

Regrets: Barb Scharf, Arcadia Borealis Gardens; Wylie Bystedt, Coyote Acres Farm

1. Welcome

2. Adoption of Agenda Lori / Amy **Carried**

3. Adoption of last meeting minutes June 8, 2028
* Attached to Calendar Invite and emailed out
Moved by Lori / seconded by Heloise **Carried**

4. Financial Report to June 2026: Lori Fogarty

\$1500 deposited by CRD

* Circulated by Lori

* attached to Calendar Invite

Moved by Lori Fogarty / Seconded by Amy **Carried**

5. Correspondence: Nil

6. Membership Update: no changes

7. Newsletter: August

- Highlight the 20th Anniversary celebration at the Quesnel Fall Fair and Wylie will do a write up on the anniversary
- Agritourism website

8. Old Business:

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

Jenny Bakken from the CCC provided a write-up in regard to FARMED members adding their agritourism business listings to the CCC website. This information was put into the July newsletter and Heloise will email it out to FARMED members.

ii) Online Shopping / E-Commerce:

This project has been put on hold for now after Heloise spoke to members and there is a bit of concern about cost and buyin is needed by members. The focus right now will remain on Agritourism and the CCCTA partnership and development of the agritourism webpage.

iii) Agritourism Website:

A quote has been received and there is sufficient money in the account along with the \$1500 from the CRD which has been allocated to this project as it aligns with their goals.

iv) Enbridge Application:

The Agritourism project has been incorporated into the application, and it may be possible to incorporate part of the funding for a coordinator role as well.

v) Anniversary Celebrations - Quesnel Fall Fair

Report from the 20th Anniversary Committee meeting held July 16, 2026

Heloise ordered the camera and film at a cost \$661.94. Heloise will be reimbursed for the expense.

There is a company called Imprint Canada which allows us to order swag products directly, reducing costs significantly. Heloise researched 2 swag items:

- Green apple jar opener with FARMED logo: 500 @ \$.95 plus \$65 set up charge
- Measuring spoons with FARMED anniversary information: 250 @ \$2.12 plus \$65 set up charge

ACTION: Heloise will order the swag at a cost of \$1331.90 from the Projects account.

Fall Fair - To promote FARMED members who are vendors at the Farmers Market, so they can be included in the FARMED Street Party and 20th Anniversary celebration, a FARMED Street Party Passport will be developed so participants can visit the Street Party and go to the Market to get a vendor stamp and enter a draw to win a prize; Participants can download the passport on the FARMED Anniversary webpage or pick up at the Fall Fair FARMED booth.

The committee members felt participation by FARMED members should be encouraged and recommended that members who participate in the FARMED Street Party at the Quesnel Fall Fair get a 50% discount in their 2027 FARMED membership which would be reimbursed by the Projects account.

Wyllie motions that FARMED Members who participate in the FARMED Street Party at the QFF will receive 2027 membership at 50% off. Seconded by Heloise; AIF **Carried**

ACTION: Heloise will create a 20th Anniversary Banner for the FARMED Facebook page and 1 general poster announcing the celebration.

Other activities:

- The 2 cakes will be ordered by Lori for cutting cake ceremony.
- FARMED members will be informed of the opportunity to bring their business promotional resources such as banners, business cards, brochures, etc. Members should expect to be at the Street Party booth from 2 to 5 and assist with the celebration and take down of the booth.
- A question was presented: Are FARMED members able to sell products at the booth. Heloise will check with Wylie in regard to selling product at the FARMED booth
- Heloise will bring 6 hay bales square for the photo op
- Lynda will bring the carriage
- Lori will pick up the cake

9. New Business:

i) Coordinator for FARMED

- Sonya Speier's resume was reviewed (attached to Calendar Invite)
- Heloise will contact Sonya to arrange a meeting to discuss this opportunity

10. Next meetings:

FARMED Board Meeting: Monday, August 17, 2026 at 10:30am via Zoom

FARMED 20th Anniversary Committee Meeting: around August 4-7: TBD

11. Meeting adjourned: 10:30am