



NORTH CARIBOO AGRICULTURAL MARKETING ASSOCIATION

Farming Agriculture Rural Marketing Eco-Diversification

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**FARMED MEETING
Minutes
January 21, 2025 - 6:30pm
Via Zoom**

Directors: Heloise Dixon-Warren, Chair; Lynda Atkinson, Vice Chair; Lori Fogarty, Secretary / Treasurer; Paula Guilbeault-Roballo, Director

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

Regrets: Ash Srivastava

1. Welcome
2. Adoption of amended agenda Lynda / Lori **Carried**
3. Adoption of minutes: September 17, 2024 (as circulated) Lori / Lynda **Carried**
4. Financial Report: Lori Fogarty Moved by Lori/ seconded Lynda **Carried**
The financial reports were reviewed and it was noted the term deposit comes due on Feb 21, 2025.

MOTION: Lori moved to renew the term deposit for another 5-year. Seconded by Lynda. **Carried**

5. Correspondence: None
6. Membership Update: Member renewal for 2025 memberships is in progress. Payment is due on January 31st.

7. Committee and Partner Reports

i. Opportunities 2022 & Beyond committee update

- **Northern Health Imagine grant**
 - AgriConnect Agricultural Resources web page update; Heloise reported that she has talked to the coordinator Christine Piltz and meat dairy

and eggs are complete and she is now pulling together the rest of the content. She hopes to have the content done shortly. What now needs to be done is to get the word out to producers and the participants of the Design Thinking workshop. The Agriconnect Agriculture Sector Information webpage could be introduced to producers through the KFI workshop and ADAC.

ACTION: Lynda will work on presenting this information for the February 15th KFI Workshop and the next ADAC meeting.

ACTION: Heloise will reach out to Northern Health to inform them of the next steps.

ACTION: Reach out to the participants of the Design Thinking Workshop (lunch included) to show the results of the work completed including the AgriConnect producer directory, non-profit listing opportunity and the agriculture resources webpages.

ACTION: Heloise will see if Christine can arrange the final workshop.

- **AgriConnect - Connecting Consumers & Producers Project**

- Luke will upload the video onto the FARMED YouTube

ACTION: Heloise will follow up with Luke

- Lori checked in with NDIT and they emailed to say they are reviewing the FARMED Project final report sent on October 1st. NDIT has set up a new online portal link for project reporting.

8. New Business

- FARMED Bylaws Review Changes: to be reviewed as an ordinary resolution at the 2025 AGM
- FARMED Strategic Plan Update move acceptance - Lynda / seconded by Heloise **Carried**
- FARMED AGM & Social - Date is set for Saturday, March 15 11:30 - 1:30 at Craig's Table. The AGM will be followed by a social and include a gift for those members in attendance.
- Seedy Saturday April 26th, 2025 - FARMED will set up a booth
- 2025 Indoor Trade Show (May 3 and 4th) - FARMED will set up a booth to promote FARMED membership and the AgriConnect website. Plans will need to be made to provide interactive experiences i.e., games, draws and inform members of the opportunity to promote their business.

ACTION: Lori will register and ensure we can be online.

9. Old Business:

- Marketing Program Update - Christine Kane
ACTION: Heloise will connect with Christine of Kane Marketing
- Partnership Meetings Update - Integris CU & Community Futures
ACTION: Heloise will reach out to Integris CU & Community Futures to discuss meeting options.
- Chamber of Commerce Membership Proposal
ACTION: Lori will apply for FARMED membership to the Chamber
- City of Quesnel Economic Development Strategy - Focus Group Update on Agriculture Sector

Lynda attended this session and reported that about 10 people were there with Amy Reid leading the discussion. They discussed where we go from here and priorities, but the minutes have not yet been distributed.

- FARMED Newsletter February 2025
 - Items to be included were identified along with members contributing the information.

10. Next meetings / events:

- **FARMED member meeting:** Tuesday, February 25th? at 6:30pm via Zoom
- **FARMED Strategic Planning;** Saturday, February 22nd from 10am-2pm at the Quesnel Spirit Centre Boardroom
- **Kersley Farmers Institute:** 2025 Winter Workshop: Pork Production & Equines from 930 AM to 2 PM at the Kersley Community Hall
Register via Eventbrite <http://bit.ly/4g3XcMi>
- **Seedy Saturday:** April 26, 2025 from 9am-3pm at the Seniors Centre

Meeting adjourned: 8:15pm