



North Cariboo Agricultural Marketing Association
 Farming Agriculture Rural Marketing Eco-Diversification
 2861 Nazko Road Quesnel, British Columbia V2J 7E5
 Phone: 250-249-5329 Fax: 250-249-5359
 Website: www.farmed.ca Email: info@farmed.ca



Celebrating 20 Years of FARMED!

**FARMED Board of Directors
 MEETING MINUTES
 February 10, 2026, 11 am - 1pm
 Venue: ZOOM**

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

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.

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

Regrets: Christine Piltz, Kirby Hill Farm; Barb Scharf, Arcadia Borealis Gardens

1. **Welcome / Round Table** - everyone present
2. **Adoption of amended Agenda** Lori / Lynda **Carried**
3. **Adoption of last meeting minutes:** January 6, 2026
 * attached to Calendar Invite
 Lori / Lynda **Carried**
4. **Financial Report:** Lori Fogarty
 * Circulated by Lori - February 6, 2026
 * attached to Calendar Invite

A cheque for \$240.69 is ready to reimburse Heloise for the FARMED Zoom account payment.

Acceptance of the January Financial Report
 Moved by Lori Fogarty / **Wylie** seconded **Carried**

5. Correspondence:

Communication from Christine Piltz on January 17, 2026 in regard to resigning from the Board of Directors. The Board decided to postpone the decision on accepting Christine's resignation to the upcoming Annual General Meeting.

Lori reported that reciprocal FARMED membership invitation letters have been sent to KFI, QFM, QAEA.

For the QFM, QAEA, both groups have agreed to a reciprocal membership. KFI agreed to the reciprocal membership as well. KFI will have a banner at the Trade Show FARMED table.

Working together on the proclamation is something all groups are interested in and perhaps in the future partnering on Workshops is something to explore.

Lori will work with Jeff at ABC Weblink at developing the initial membership listing.

Membership Update: 20 members; Lori will start a phone campaign of members that have not renewed to check their status.

6. Newsletter:

March Content

- Presentation update on the Forum February 19
- KFI New Member
- Member showcase
- Trade Show invitation
- Lynda developing local markets
- Heloise grain story
- AgriConnect
- AGM - call for directors; benefits

7. Old Business:

i) Strategic Planning: [ACTION PLANNING SESSION \(May 15\)](#)

Minutes - February 2nd, Marketing Plan Meeting Minutes (attached to calendar invite)

Budget development is needed: a budget for the 20th Anniversary is on the FARMED drive; Lori will continue working on this for the grant application process.

SWAG Update - Heloise and Barb

We are at the stage where we need estimates for the swag as the grant applications develop

Heloise has some quotes and this will be discussed at the meeting on Friday.

ii) Directors Insurance - Update

The FARMED BoD is now insured through Cooperators from January 29, 2026 to January 29, 2027

iii) **AgriConnect / FARMED Membership Update -**

New and Renewing Members (see notes in Membership section)

iv) **[AgriTourism in the Cariboo-Chilcotin? Current and Future!](#)**

Next Steps: Heloise has reached out to Patti Gerhardi of the CCCTA and they are keen to move the partnership forward. One thing we could do is request a reciprocal membership. Lynda feels it is important as tourism is a growing economic industry. There is a big push for Agritourism for the region so a partnership with CCCTA is important. Heloise will let Patti know we are open to them becoming a part of the 20th Anniversary celebration.

Lori will send a letter to Shannon Lansdowne with a cc to Amy Thacker in regard to a reciprocal membership.

v) **20th Anniversary Plans: Wylie Bystedt**

No updates: The meeting was held on Feb 2 and another will be on Feb 13.

A question about the LeBurger Week was brought up and will be discussed on Friday Feb 13

FARMED Community Futures - Grant Application Review (see calendar invite)

Quesnel Community Foundation - Grant Application has been started. Lori will send out link to the QFC application for review on Feb 13. There was a discussion on the measurements of success for the project with the following possible targets:

- Google Analytics
- Social Media
- Farmed members
- Increase in partnerships and initiatives
- Sponsorships and advertisements

vi) **ADAC meeting to provide a FARMED update:** Lynda will reach out to them but we also have to keep in mind how we are spending their time. It would be good to have an update on the 20th Anniversary Celebration.

8. New Business:

i) **Delegation to the Cariboo Regional District Northern Directors Caucus**
[North Cariboo Rural Directors Caucus - Feb. 10, 2026, 3 pm](#)

[Finance/Budget Committee Meeting Agenda - November 13, 2025](#)
[S. 3.5.3. - 1026 - North Cariboo Economic Development \(2026\)](#)

Business Plan attached to Calendar Invite

ii) North Cariboo Tourism Forum

February 19, 2025 (City of Quesnel) Agenda is posted online. Registration starts at 8am.

iii) Seedy Saturday - March 28th Register for a booth and ask what we can do to help sponsor. Wylie mentioned they have asked a few groups to do presentations.

Lori will connect with Joleen to see if there is a charge for the booth. Cost is usually by donation.

Motion: Heloise moves we donate \$25.00 and will help support the event with promotion through the FARMED social media and the newsletter. Lori seconds carried (projects)

iv) FARMED 2026 AGM - the date is set for Tuesday, March 31st at 5pm at the 1867 Restaurant at 262 Reid St, [\(250\) 991-9477](tel:2509919477)

9. Next meetings:

FARMED Board Meeting: Tuesday, March 10, from 11am -1pm via Zoom

FARMED 20th Anniversary Committee Meeting: Friday, March 13th, at noon via Zoom

FARMED AGM: Tuesday, March 31 at 5pm at the 1867 Restaurant

10. Meeting adjourned: 1 pm