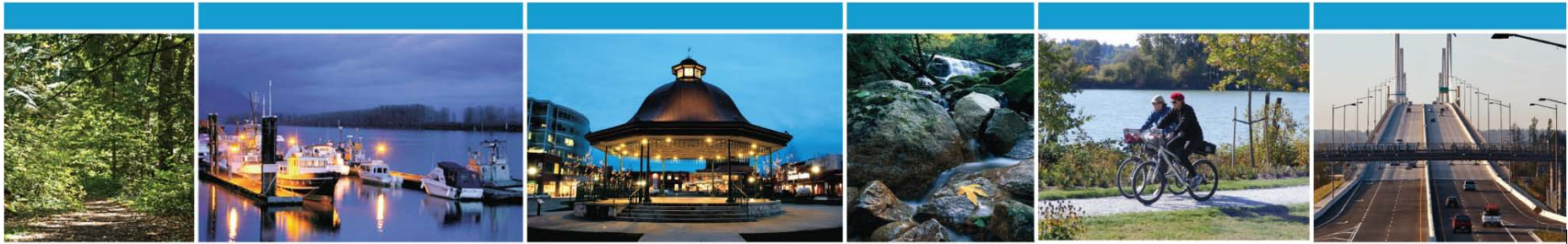


Metro Vancouver Sustainability Breakfast: March 12, 2014



North Fraser Agrifood Hub

Presented by: **Invest North Fraser**- *an economic initiative of Maple Ridge, Mission & Pitt Meadows*

Lori Graham, Interim CEO -Pitt Meadows Economic Development Corporation

Sandy Blue, Manager Strategic Economic Initiatives, Invest Maple Ridge





North Fraser communities are: *centrally located, accessible, awesome!*



why regional?

- Leverages budget and resources
- Creates a larger pool of talent and skills
- Strengthens position more opportunities
- 'Think regional' gives new perspective
- Combined natural & built assets more marketable
- Together we all win



Regional Statistics	Current	Projected 2040
Size	590 sq. kms	
Commercial land	480 hectares	
Industrial land	1,120 hectares	
Agricultural land	11,800 hectares	
Population	139,800	208,000
Current labour force	58,000	
Median household income	\$72,327	
Median age	38.6	
Jobs	47,000	89,000

Invest North Fraser is an economic initiative of Maple Ridge, Mission & Pitt Meadows –
3 of BC's fastest growing communities



supporting small/medium farms

- Agriculture is **in our roots**
- **Local food** is a **growing trend** but there are **barriers** in getting the **product to market**
- Research pointed to **regional collaboration**
- **BC Jobs Plan pilot**



early successes

- True North Fraser brand
- True North Fraser website
 - www.truenorthfraser.com
- True North Fraser road signs
- Pre-feasibility Plan



BusinessSTART

- Access to 70+ resources to help North Fraser businesses grow.



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agrifood hub - definition

A regional agrifood hub provides services and resources in one location to help local producers sell their products locally. Hubs may include distribution/aggregation support, storage, processing and/or an indoor farmers' market.



pre-feasibility study

Three Components:

Best practice research

- ✓ Interview with 2 agri-food hubs & 1 food incubator

Demand side survey

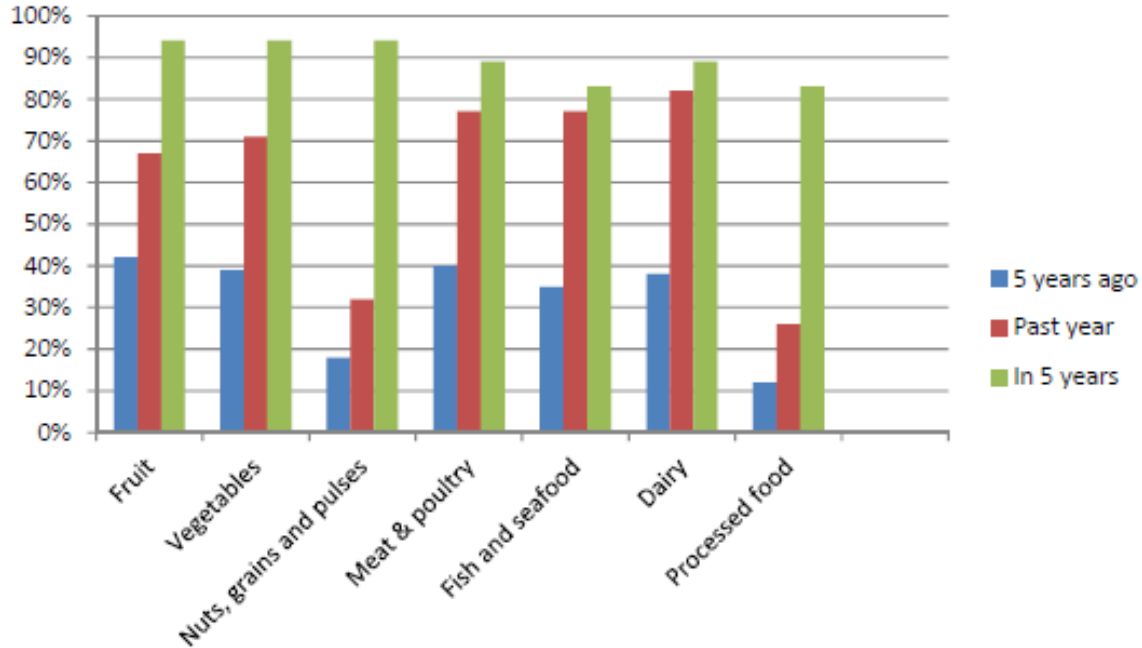
- ✓ 21 potential buyers surveyed

Supply side survey

- ✓ 18 potential suppliers surveyed



growing demand



barriers – buyer perspective

- ✓ Finding local growers
- ✓ Consistency of supply/quality
- ✓ Managing numerous suppliers
- ✓ High prices and short payment terms



benefits – buyer perspective

- ✓ Provide marketing assistance
- ✓ Communicate buying local benefits to consumers (quality, environmental & economic)
- ✓ Facilitate relationships between producers & buyers



barriers - producer perspective

- ✓ Competitive market
- ✓ People don't want to pay what the product is worth
- ✓ Difficult & time-consuming to find local buyers



benefits - producer perspective

- ✓ Increased revenues
- ✓ Improved quality control
- ✓ Direct customer communication



north fraser vision

- ✓ Wholesale distribution support
- ✓ Marketing & sales support
- ✓ Processing - to incubate small processing
- ✓ Storage (dry, chilled & frozen)
- ✓ Office & meeting space



agrifood hub benefits

- ✓ Centralize search for an appropriate grower to one location
- ✓ Provide logistical and technical assistance to growers
- ✓ Pool product of several farmers to serve large businesses
- ✓ Work with farmers to lower prices by:
 - reducing distribution costs, and
 - create value for businesses by communicating local products' environmental and health benefits to consumers



additional benefits

- ✓ **Generate revenue:** In 3-5 years, \$2-\$12M annually
- ✓ **New jobs and job opportunities:** 5-7 onsite, additional offsite
- ✓ **New business opportunities & connections:** Physical space to build relationships
- ✓ **Keeps dollars local**



moving forward

Prove out demand:

- ✓ Continue to connect buyers / farmers/producers (launch an online matching program)
- ✓ Identify/facilitate distribution network
- ✓ Further explore specifics of food hub
- ✓ Offer workshops (i.e. How to become wholesale ready)
- ✓ Adapt the True North Fraser brand



thank you



Learn more at:

www.investnorthfraser.com

www.truenorthfraser.com

