

AGRICULTURE SUMMIT

Round II

April 2017

Agriculture Summit 2017

Agriculture Summit 2015 - Summary

- Grand Falls, October 2015
- 70 participants: farmers, processing companies, farm associations, First Nation representatives, Academia and farm suppliers
- Participants' top opportunities identified as follows:
 1. Market Development
 2. Economic Growth
 3. Human Resource Development
 4. Infrastructure Development

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Market Development Opportunities

What we heard in 2015:

- Maximize NB Brand and niche markets
- Expand local food markets
- Increase consumption of NB grown foods in the school systems
- Grow the export markets

What have we done since:

- Launched the Local Food and Beverages Strategy
- Announced significant funding on Feb 21, to promote local food and beverages, to support action items of the Strategy and specifically to provide support for new and expanding producers.
- Held meetings between DAAF, the Department of Education and Early Childhood Development, school cafeterias and stakeholders to develop a working model for increasing local foods in schools beginning in 2017
- Focused resources to help increase production and distribution of locally grown foods into the school systems
- Developing a Buy-Achetez NB label for agri-food products
- Finalizing tools for farmers to market their products through social media

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Economic Growth Plan Opportunities

What we heard in 2015:

- Increased production needed to fill local and export markets
- Available land identified
- Help to facilitate alternative crop production; e.g., biofuels, hemp
- Increased investments needed into NB agriculture

What have we done since:

- Developed , supported and implementing strategies for blueberries, pollination and maple syrup
- Supported expansion of the industrial bio-crop sector (eg. hemp)
- Focused resources to help increase production and distribution of locally grown foods into the school systems
- Commenced development of a mapping system to identify lands, and areas of the province with best potential for specific crops

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Human Resources Development Opportunities

What we heard in 2015:

- Recruit new entrants, both from within and outside of NB
- Skilled labor is needed in order to expand agriculture
- Training and education for workers
- Succession planning is lacking
- Mentorship and apprenticeship programs
- Education in the classroom about farming as a career

What have we done since:

- Created a Business Growth Branch at DAAF to focus on new entrants (NE) and growing existing farms
- Developing promotional materials to reach NE outside of NB
- Updated the New Entrant Road Map in 2016
- Developed, in collaboration with AANB, a mentoring program and discussed role of AANB in Agriculture in the classroom
- Supporting PETL and ONB to promote NB to the rest of Canada
- Developing a client relationship tracking system to be implemented as a tool for managing interest for growth within the sector

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Infrastructure Development Opportunities

What we heard in 2015:

- Processing capacity and warehousing for storage and distribution of NB products
- Transportation efficiencies needed
- More production to fill existing demand
- Available farmland identified: more farmland is needed by NE & existing farmers
- Improved access to credit

What have we done since:

- Focused resources to develop a distribution system to allow for local food to be delivered to the school system in NB
- Developed and announced the Agricultural Land Policy
- In discussions with financial institutions on ways to improve access to financing options for farmers
- Financed Community Pasture improvements
- Advocated with DTI for needed road maintenance in rural areas
- Provided support for regional storage/ drying capacity of grains

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Going Forward

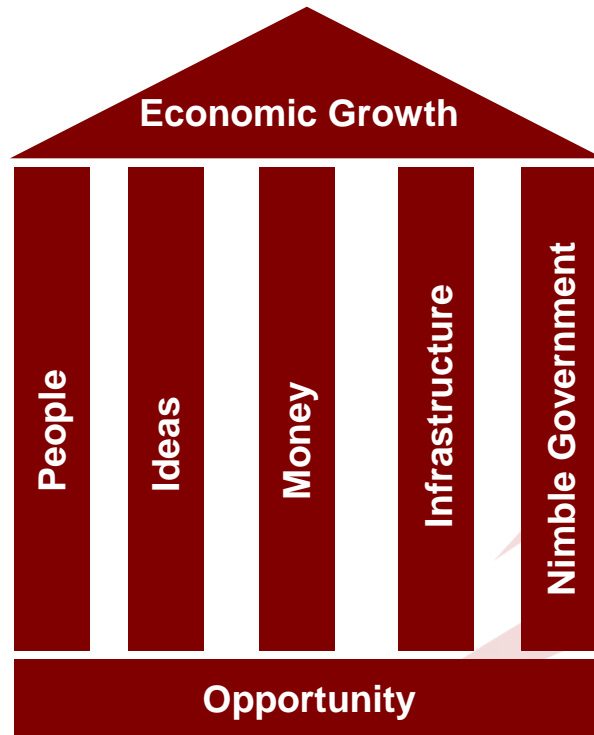
Areas of focus for opportunities:

- Gaining access for local foods into all public institutions with the initial focus on schools beginning in 2017
- Promotion of NB grown crops for export markets continued
- Focusing on promoting NB agriculture for new entrants to NB
- Working with stakeholders to ensure the next Policy Framework of FED/ Prov agreements strongly support agriculture
- Improved access to capital for new entrants and existing farmers

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How do we accomplish it:

5 Pillars for Success



Optional tag line here.

Questions?