

2021-2025 LOCAL FOOD & BEVERAGES STRATEGY

2022 KEY ACHIEVEMENTS

GROW NB

Grow NB is focused on strengthening New Brunswick's food system through improved support and focused programs and will also work to "grow" our labour force through recruitment, training and educational initiatives.



59 GREENHOUSE, INDOOR GROWING, IRRIGATION AND ON-FARM STORAGE PROJECTS, representing an increase of 3,550 square metres of additional area or a **15% INCREASE OVER 2021**.



16 INDUSTRY TRAINING SESSIONS ORGANIZED OR SUPPORTED.



6,000+ STUDENTS EDUCATED ABOUT AGRICULTURE, AQUACULTURE AND/OR FISHERIES, REPRESENTING A **200% INCREASE OVER 2021**.



15 ABATTOIR AND LOCAL MEAT PROJECTS SUPPORTED.



10 INDIGENOUS FOOD AND BEVERAGES PROJECTS SUPPORTED through [the New Brunswick Indigenous Agriculture Program](#).



34 STUDENTS SUCCESSFULLY COMPLETED AN **INTRODUCTION TO AGRICULTURE MICROCREDENTIAL PROGRAM** launched at Collège communautaire du Nouveau-Brunswick and New Brunswick Community College and **9** JOB CONNECTIONS WERE MADE.



9 NEW and **50** UPDATED ENVIRONMENTAL FARM PLAN CERTIFICATES issued through the Agricultural Alliance of New Brunswick's program.



83 PROJECTS RELATED TO CLIMATE CHANGE ADAPTATION and **30** PROJECTS RELATED TO CLIMATE CHANGE MITIGATION SUPPORTED.





BUY NB

Buy NB is focused on supporting industry and Indigenous participants to improve the marketability, awareness and demand of local food and beverages products. In addition, initiatives will be developed to increase retail market access and increase opportunities in provincial public institutions.



FEED NB

Feed NB is focused on encouraging the growth and use of healthy local food in community programs and initiatives.



33 LOCAL FOOD AND BEVERAGES FOCUSED EVENTS SPONSORED.



17 COLLABORATIVE PROMOTIONAL ACTIVITIES DEVELOPED to highlight local food and beverages.



8 FOOD AND BEVERAGES BUSINESSES SUPPORTED to participate in training programs related to food safety certifications.



The Department of Agriculture, Aquaculture and Fisheries **PARTNERED WITH GROCERY RETAILERS TO BUILD SALES OPPORTUNITIES** for more local food and beverages, this included the "Proudly From Here" Campaign.



The National Farmers Union in New Brunswick **LAUNCHED THE NEW New Brunswick Farmers Market Map** and distributed **14,000** copies.



DAAF launched the **Eat Local NB - Mangez Local NB** website and highlighted over **80 LOCAL FOOD AND BEVERAGES BUSINESSES** in the **Buy Local for Good campaign videos**.



THE **TASTE OF ATLANTIC** EVENT, HIGHLIGHTING INDIGENOUS CHEFS AND CULTURAL FOOD, was successfully piloted.



14 NB COMMUNITIES, SPORTS TEAMS OR GROUPS USED LOCAL FOOD as the focus of their fundraising efforts.



17 LOCAL FOOD INITIATIVES leveraged support from the Department of Health's Community Food Action Grant Program.



17 ADDITIONAL NEW BRUNSWICKERS joined the bilingual garden network led by Food for All NB.



The Department of Health invested in food banks and soup kitchens and **ENCOURAGED THE PURCHASE OF HEALTHY FOOD SOURCED FROM NEW BRUNSWICK SUPPLIERS**.



The Department of Education and Early Childhood Development **INVESTED IN FOOD DEPOT ALIMENTAIRE'S SCHOOL FOOD PROGRAM** to provide students with better access to healthy and local foods.



Food For All NB **HOSTED A VIRTUAL Community Food Mentor (CFM) TRAINING**. Topics included: Indigenous Foodways and Agriculture, Native plants, Regenerative farming, starting a community garden, etc.

FOR MORE INFORMATION, VISIT

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