



**Agriculture Opportunities
Summit 2017
REPORT**



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TABLE OF CONTENTS

GENERAL INFORMATION	3
Context.....	3
Objectives.....	3
Summit agenda and participants	4
Online participation	5
SUMMARY OF DISCUSSIONS: what we like and what’s missing	5
On the needs of producers.....	6
On market access.....	6
On support and regulations	7
SUMMARY OF DISCUSSIONS: how can we collaborate?	8
Education and awareness	8
Financing for established producers.....	8
Financing for new producers.....	9
Export Markets	9
Local food initiatives	10
Buy NB — promotion in NB	10
Federal legislation	11
NEXT STEPS	12
Summary report	12
Participant survey	12
Raw data	12
Video	12
Next summits	12
What you can do	12
Appendix A – List of participants	13
Appendix B – Results - Participant survey	15

GENERAL INFORMATION

CONTEXT

In 2015 AND 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits in an effort to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives envisioned and discussed new opportunities for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During the summit, the Department of Agriculture, Aquaculture and Fisheries gave an account of what had been accomplished since the first summit held on October 21, 2015. They reported on the issues that received further attention and presented the work accomplished on each issue.

OBJECTIVES

The summit had the following objectives:

Accountability and transparency

- Share information on government decisions and actions related to the initial summit input.
- Provide access to interested people who could not attend at the summit in person.

Improvement and collaboration

- Capture input to improve current strategies and initiatives.
- Identify opportunities to collaborate on priorities going forward.

Participant experience

- Participants had a positive experience and felt their contributions were valued.
- Participants felt heard.

SUMMIT AGENDA AND PARTICIPANTS

The 2nd Opportunities Summit on agriculture was held in Florenceville on April 13, 2017. Thirty-three participants (including representatives from the provincial government) discussed the opportunities available for the agricultural sector in New Brunswick.

Agenda	
9 am	Opening
9:05 am	Welcome Mike Palmer True North Baptist Church
9:10 am	Welcome Andrew Harvey, MLA Carleton-Victoria
9:15 am	Presentation on the State of the New Brunswick Economy Honourable Rick Doucet Minister of Agriculture, Aquaculture and Fisheries Minister of Energy and Resource Development
9:35 am	Jobs Board Secretariat Update - New Brunswick Economic Growth Plan Susan Holt, Chief of Business Relationships New Brunswick Jobs Board Secretariat
9:50 am	Presentation – New Brunswick Department of Agriculture, Aquaculture and Fisheries
10:20 am	Group discussion: <i>How have the department's actions responded to your needs and why?</i> <i>Have we forgotten anything?</i> <i>What other actions should we prioritize and why?</i>

11:35 am	Speech by T.J. Harvey M.P. Tobique-Mactaquac
12:20 pm	Group discussion – <i>Based on themes brought up in the previous discussion:</i> 1. <i>How can we better collaborate on this?</i> 2. <i>Is there anything currently available that can be used as leverage?</i> 3. <i>Who wants to become involved?</i> 4. <i>Next steps (2 or 3)</i>
1:30 pm	Wrap-up by Minister Doucet
1:40 pm	Closing remarks Premier Brian Gallant

ONLINE PARTICIPATION

The Web was used to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department (PETL) were streamed live. At the end of the day, the premier's remarks were also presented in real time at <http://www.opengovnb.ca/>.

Social media were also used. Followers of the [OpengovNB/GouvertNB](#) page on Facebook were informed about the summit. On Twitter ([@GNBvousrepond](#), [@GNBreplies](#)), followers could follow parts of the conversations since the major topics of discussion were shared throughout the day. They could also participate in the discussion using the hashtags #opengovnb #gouvertnb.

SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT'S MISSING

Participants formed groups of 5-6 people to discuss details presented by the Department of Agriculture, Aquaculture and Fisheries They were asked to reply to these questions: *How have the government actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?*

The following are comments made by participants on the actions undertaken by the department, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

ON THE NEEDS OF PRODUCERS

Producers can be divided into two large categories: established producers and new producers. Discussions mainly focussed on producers in general, and part of the exchanges focussed on new producers.

Producers in general

- Initiatives promoting the purchase of local products and local farmers are very well received by producers. In addition to allowing for the development of new markets, they contribute to enhancing the image of agriculture and producers in the province.
- Having local food in schools and the Buy NB campaign were lauded, but participants noted that rules governing Buy NB should be specified, while it is necessary to add an element of needs planning (schools) so that the province's farm operators are able to fully participate in these projects.
- These initiatives must be supported by the entire public sector, including hospitals and centres providing care or services (local products) and other departments should support New Brunswick agriculture (for example, the Department of Energy and Resources Development, Health, Environment and Local).
- Storing and distributing local products represent considerable challenges. Producers would like to see the development of community networks of storage and distribution to facilitate the transportation of product.
- Current crop insurance programs are inadequate.
- There is a lack of networking between established producers, new producers and exporters.
- Producers generally have a hard time hiring workers. It is important to continue attracting foreign workers and maybe even encouraging them to become producers.

New producers

- Land accessibility, equity requirements, the need for equipment and the gap between the beginning of the work period and the generation of revenue are among the greater challenges for new producers. It is important to find mechanisms to support and allocate the risks that these new entrepreneurs must take. Favourable (lower) interest rates would be an important way to help new producers enter the New Brunswick market.
- Updating the road map for new entrants is an excellent initiative.
- New producers need help to navigate the various financing options. We must find a way to provide that help.
- People interested in becoming producers face a market that is geared toward large productions. This is a deterrent for many.

ON MARKET ACCESS

- Producers have a difficult time gaining access to large supermarket chains. It is difficult for them to place their products in places where consumers will have ready access. They are often confined to farmers' markets. This is contrary to the campaign encouraging people to buy locally.
- There is concern about the possible privatization of hospital food services. Producers believe that privatization would remove a potentially lucrative market.

- Exporting New Brunswick products must be an alternative. Although some producers are already exporting their product, this is not the case for most. Is it possible to find markets and facilitate exporting for a greater number of producers?

ON SUPPORT AND REGULATIONS

- We must continue to encourage people to be proud of their province and to show it by supporting local agriculture. To do this, product must be accessible. Certain jurisdictions are more advanced than we are on this matter.
- Promoting New Brunswick must also be done elsewhere in Canada. Let's position our province as "the place to be".
- A new version of the local foods strategy must be developed rapidly.
- The province must ensure that interested parties be able to quickly and easily find available land, as well as information on the type of agriculture that can be practiced here. Government must also control and manage the development of farmland to avoid that they be bought but not farmed.
- Producers must have access to "trial funds", funds that would allow them to tempt new experiments and where failure is considered a learning experience.
- A greater collaboration between departments brings about interesting results and must be encouraged. For example, the local "Sticky Season" tourism campaign featuring maple syrup is a success.
- We must also be able to facilitate access to capital and grants for all producers, especially in the succession planning. Several producers are preparing to transfer the business to their estate, but the financial burden is a deterrent for many people.

SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them to answer four questions:

1. How can we better collaborate on this?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

EDUCATION AND AWARENESS

How can we better collaborate?

- The Department of Education and Early Childhood Development must be part of the equation: adding to the curriculum, access to school buses for outings, liability insurance.
- CCNB and NBCC both offer cooking classes. Students from CCNB and NBCC could go into schools and teach/inform students about cooking with local products.
- Retired farmers and specialists could contribute to education and building awareness.
- The agriculture programs in Truro and in Saint-Hyacinthe have experience and knowledge they could share. Let's use what already exists.

Is there anything currently available that can be used as leverage?

- There are coop programs throughout the province. They could be standardized and more widely promoted.
- Explore the concept of outside classrooms.

How can we become involved?

- The industry could provide information to teachers. For example, the Agricultural Alliance has a committee that oversees the agricultural program in the classroom.

What are the next steps?

- Develop a 5-year awareness plan that outlines the steps necessary to achieve the desired public awareness level. This plan should be shared with all departments and all New Brunswickers.

FINANCING FOR ESTABLISHED PRODUCERS

How can we better collaborate?

- By engaging 21 inc.
- By developing a roadmap for agricultural financing and adding professional services.
- By developing training to support possible business growth.

Is there anything currently available that can be used as leverage?

- Improving financing programs (DAAF and FCC). Financing permanent crops.
- Financing through financial institutions could incorporate measures to take over loan by institutions to lessen the burden.

How do we want to become involved? What are the next steps?

- Participate in pilot projects – agricultural businesses that want to expand.
- Have a provincially-managed program equivalent to ACOA’s accelerated growth services, but for the province’s smaller agricultural businesses.
- Develop a roadmap for financing established agricultural businesses.

FINANCING FOR NEW PRODUCERS

How can we better collaborate?

- For the various assistance programs, establish a minimum knowledge and expertise base for interested parties based on products or crops.
- Consult new producers to develop roadmap.
- Create teams to support and counsel new producers (finances, agronomy, etc.)

Is there anything currently available that can be used as leverage?

- Include accountants specializing in agriculture when developing programs.
- Develop fact-sheets clarifying the role of the various government bodies (DAAF, Agriculture Canada, GNB, ONB, etc.)
- Young farmers’ association

How am I willing to become involved?

- Take part in or host workshops on various themes. Promote in our communities.

What are the next steps?

- Accelerate various procedures for new producers while maintaining a high level of collaboration and consideration.
- Have people with experience available to accompany new producers.

EXPORT MARKETS

How can we better collaborate?

- By ensuring that our producers are competitive in the global market and that they follow proper food safety guidelines.

- By supporting existing local initiatives.

Is there anything currently available that can be used as leverage?

- Increase sales of products that are already being exported.

How am I willing to become involved?

- By diversifying the product offering from small producers and family businesses.

What are the next steps?

- Increase branding of New Brunswick products outside the province.

LOCAL FOOD INITIATIVES

How can we better collaborate?

- By identifying needs in local initiatives — product quantity and type.
- By identifying reasonable goals for each crop.
- By reaching 30 % of starting level for local food in schools.

Is there anything currently available that can be used as leverage?

- The creation of cooperatives.
- The local food program in schools.

How am I willing to become involved?

- Everyone should determine their own capacity to provide products according to the overall goal.
- By being an active player in various initiatives (programs and cooperatives)

What are the next steps?

- Develop small-scale initiatives.
- Keep certain aspects of the current distribution system and create new, unique local distribution systems.
- Improve branding and value of local products. Show the value of local products for the economy.

BUY NB — PROMOTION IN NB

How can we better collaborate?

- Better predict demand and increase production accordingly.
- Have storage and distribution facilities for our products.
- Share promotional material with New Brunswickers (cranberries, blueberries, potatoes).

Is there anything currently available that can be used as leverage?

- #NB Proud

- Direct marketing
- Better government support of the initiative (government as a whole)
- Additional training and resources to increase visibility.
- Government support for the local food school program.
- Safety regulations.
- A series of roadside stands for distribution and related roadside signage.

How am I willing to become involved?

- The farmers' markets network is interested.
- The Slow Food movement can provide a link between farmers and consumers.
- Promote networking opportunities between farmers, government and consumers.

What are the next steps?

- Accentuate tourism initiatives promoting New Brunswick products.
- Increase funding for research into the impact of purchasing locally.
- Have good terms of reference for comparison purposes.
- Gain the support of the entire government body for local purchases (food and other products).
- Agree to pay a reasonable cost for local products.

FEDERAL LEGISLATION

How can we better collaborate?

- Ensure a link between initiatives and the needs of people on the ground, the efforts of intervention workers and government decision makers.
- Understand the barriers faced by producers.
- Canadian Food Inspection Agency must understand the reality of small producers.
- Provincial and federal governments should collaborate with the industry when developing new policies.

Is there anything currently available that can be used as leverage?

- Have a dialogue with producers.
- Federal/provinces/territories must provide information to the base.

How am I willing to become involved?

- By taking part in consultations. But it is necessary that stakeholders be informed of these consultations (timeframe too short, not advertised enough).

What are the next steps?

- Increase length of consultation periods.
- Increase awareness programs aimed at retailers.

NEXT STEPS

SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.opengovnb.ca/>

PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts. Survey results can be found in Appendix B of this report.

RAW DATA

In order to support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://opengovnb.ca/en/summits-theme-and-schedule/19-agriculture-opportunities-summit-florenceville-april-13-2017>

VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://opengovnb.ca/en/summits-theme-and-schedule/19-agriculture-opportunities-summit-florenceville-april-13-2017>

NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

APPENDIX A – LIST OF PARTICIPANTS

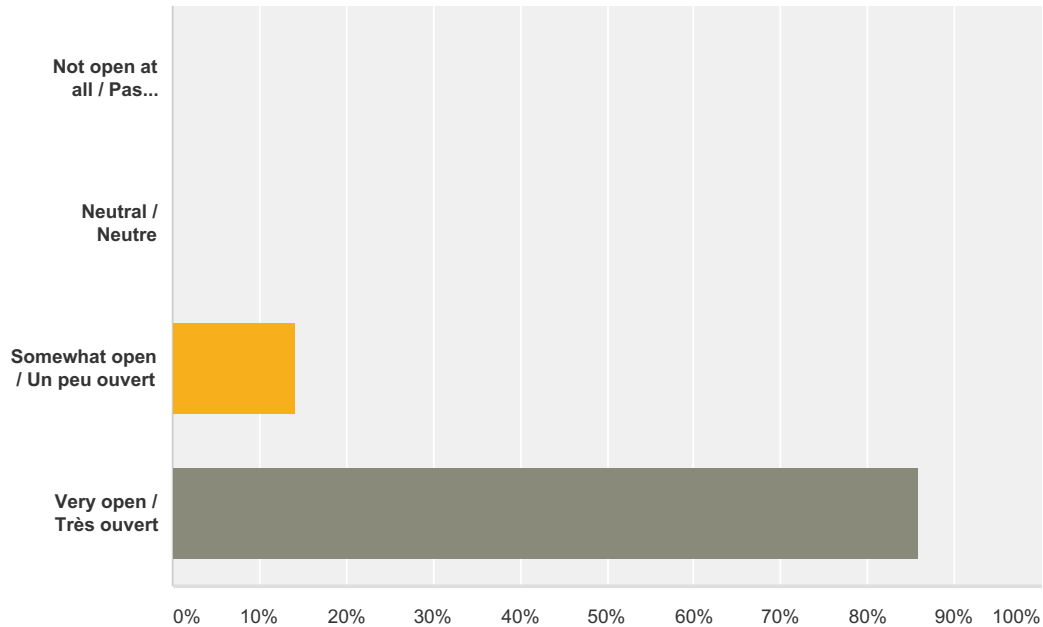
Name/Nom	Organization/Organisation
Adam Stone	Hilltop Frams
Amanda Wildman	National Farmers Union in NB
Andrew Lovell	Farmer - Fermier
Chris Harvey	Farmer - Fermier
Cody Oaks	Arcadia
David Brennan	–Farm Credit Canada
Fons Dejong	Farmer – Fermier
Gilles Godin	Consultant - Conseiller
Janet Steele	Agriculture and Agri-Food Canada
Jill Van Horne	Our Food Southeast NB
Joe Brennan	Brookdale Farms Ltd.
Jordan Wade	Acadie ECO Energies
Josee Rioux Walker	NBCC - CCNB
Lisa Ashworth	Agricultural Alliance of NB
Louise Poitras	Maple Syrup Association of NB – Association acéricole du N.-B
Maxime Gauvin	Really Local Harvest
Nathan Harvey	Farmer - Fermier
Robert Bourgeois	Verger Belliveau Orchards Ltée
Ron Smith	UNB
Tim Livingston	Strawberry Hill Farm
TJ Harvey	Federal MP - Député Fédérale
GNB Attendees/Participants GNB	
Greg Toner	DAAF-MAAP
Kevin McCully	DAAF-MAAP
Kim Watson	DAAF-MAAP
Lori O'Brien	DAAF-MAAP
Rob English	DAAF-MAAP
Ryan Bourgeois	DAAF-MAAP
Sadie Perron	DAAF-MAAP
James Arnold	ERD-DER ??????
Jean-Guy Mazerolle	DAAF-MAAP
Hon. Rick Doucet	GNB DAAF-MAAP
Andrew Harvey	MLA-MAL

Lise Michaud	NBJBS-SCENB
Susan Holt	NBJBS-SCENB
Vicky Durepos-Landry	ONB

External attendees/Participants externes	21
GNB Attendees/Participants GNB	14
Total	33

Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent avec ce sommet ?

Answered: 7 Skipped: 1

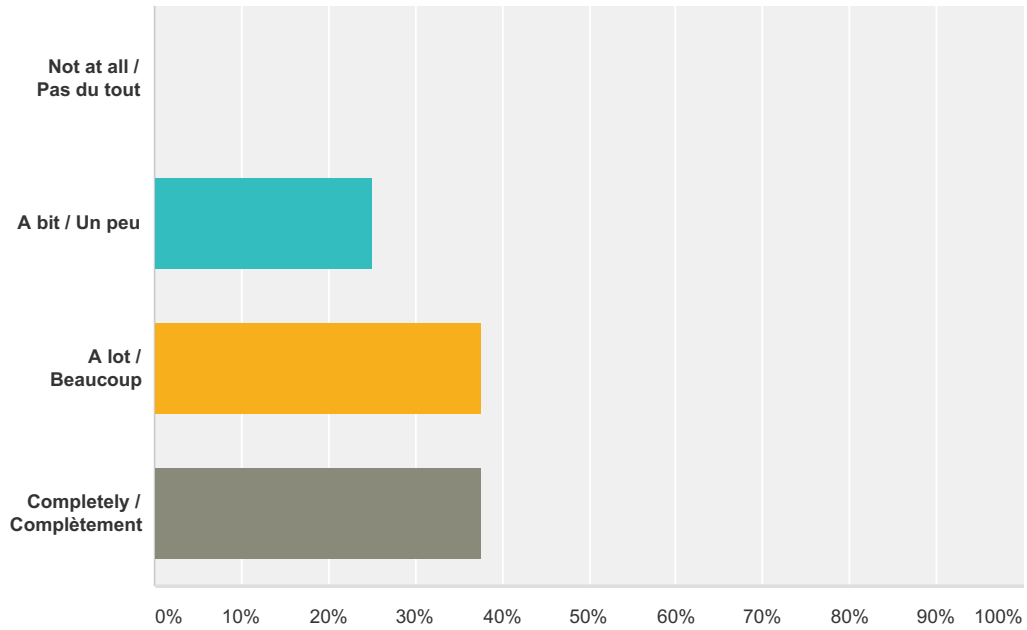


Answer Choices	Responses
Not open at all / Pas ouvert du tout	0.00% 0
Neutral / Neutre	0.00% 0
Somewhat open / Un peu ouvert	14.29% 1
Very open / Très ouvert	85.71% 6
Total	7

#	Comments	Date
1	Seems to be a sincere effort at 2 way communication	6/20/2017 2:19 PM
2	l'idée d'avoir le ministre pour la durée de la session ainsi que le premier ministre démontrent de l'ouverture	6/20/2017 2:16 PM

Q2 How do you feel that your contributions were heard? Avez-vous le sentiment que vos idées ont été entendues?

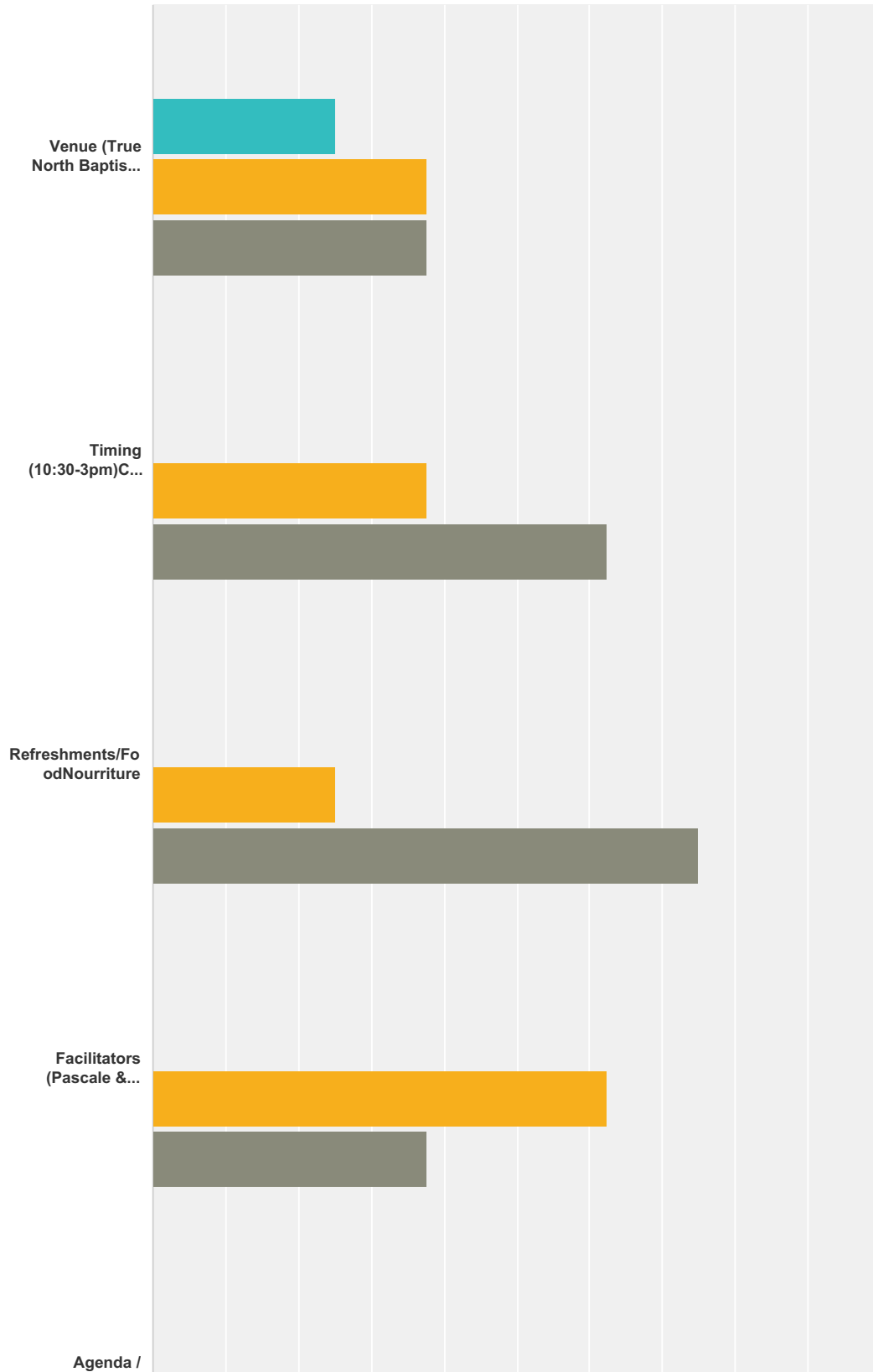
Answered: 8 Skipped: 0

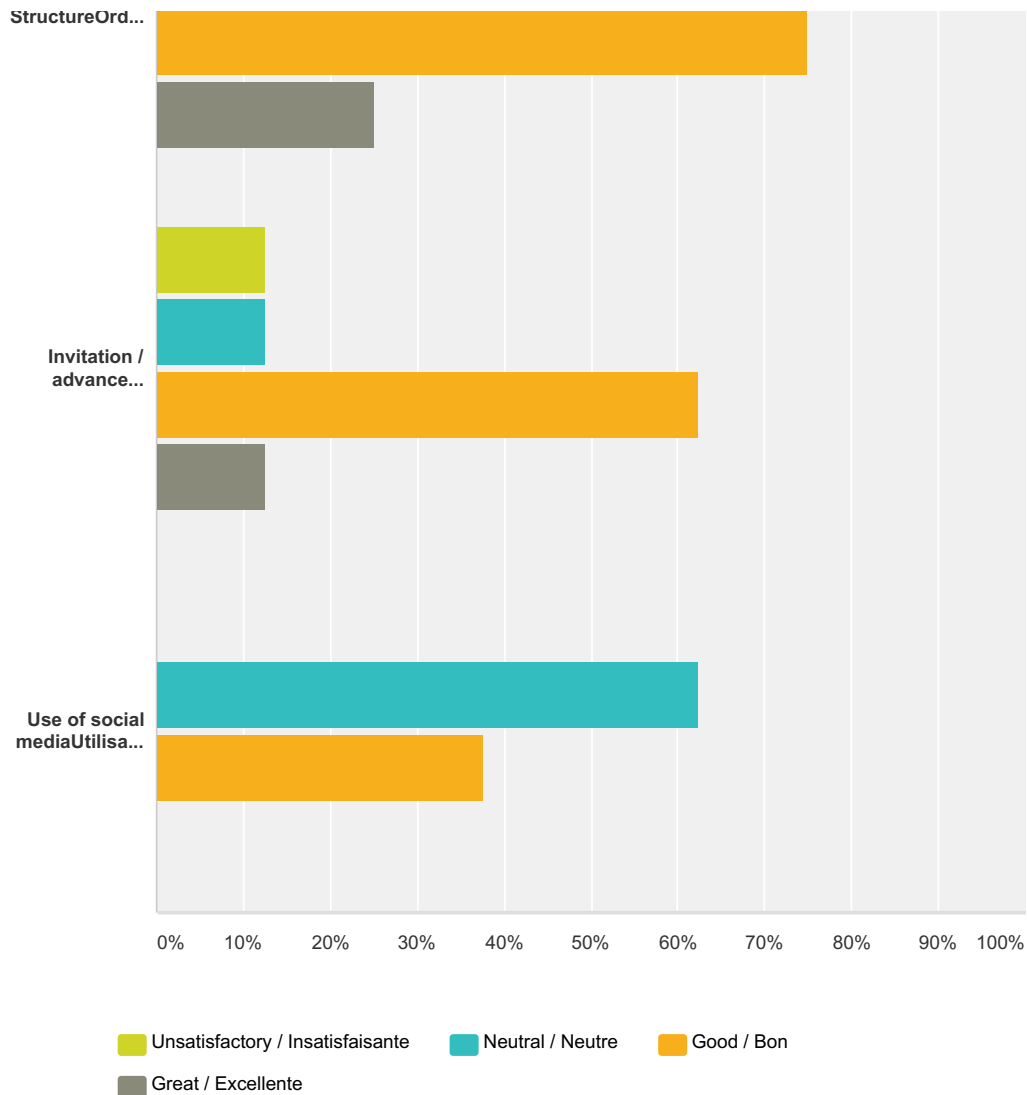


Answer Choices	Responses
Not at all / Pas du tout	0.00% 0
A bit / Un peu	25.00% 2
A lot / Beaucoup	37.50% 3
Completely / Complètement	37.50% 3
Total	8

Q3 Please rate the following elements of the summit:

S'il vous plaît évaluer les éléments suivants du sommet :





	Unsatisfactory / Insatisfaisante	Neutral / Neutre	Good / Bon	Great / Excellente	Total
Venue (True North Baptist Church, Florenceville-Bristol)Lieu (Église baptiste True North, Florenceville - Bristol)	0.00% 0	25.00% 2	37.50% 3	37.50% 3	8
Timing (10:30-3pm)Calendrier (10:30 - 15:00)	0.00% 0	0.00% 0	37.50% 3	62.50% 5	8
Refreshments/FoodNourriture	0.00% 0	0.00% 0	25.00% 2	75.00% 6	8
Facilitators (Pascale & Jason)Les animateurs (Pascale & Jason)	0.00% 0	0.00% 0	62.50% 5	37.50% 3	8
Agenda / StructureOrdre du jour	0.00% 0	0.00% 0	75.00% 6	25.00% 2	8
Invitation / advance information providedLes invitations, informations fournies à l'avance	12.50% 1	12.50% 1	62.50% 5	12.50% 1	8
Use of social mediaUtilisation des médias sociaux	0.00% 0	62.50% 5	37.50% 3	0.00% 0	8

#	Comments	Date
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1	I know the cameras are beneficial for social media, but some producers did not enjoy the constant recording when they spoke.	6/20/2017 2:19 PM
2	Would have liked to see more representatives from blueberry, cranberry, potatoes industry.	6/20/2017 2:15 PM
3	The info populated in this survey is for a different event. The venue in Florenceville was fantastic.	6/20/2017 2:10 PM
4	Accessing the recorded stream after the event didn't seem possible. Not sure if there were technical difficulties?	6/20/2017 2:08 PM

Q4 The initiative I'd like to see progress most following the summit is:

L'initiative que j'aimerais le plus voir progresser suite au sommet est :

Answered: 8 Skipped: 0

#	Responses	Date
1	Agriculture in the classroom - essential programming	6/20/2017 2:19 PM
2	il faudrait vérifier l'orthographe qui progresse et non progrès :)	6/20/2017 2:16 PM
3	Improve in collaboration	6/20/2017 2:15 PM
4	Bringing agriculture/farming to school classes	6/20/2017 2:13 PM
5	Buy Achetez NB initiative on getting more NB food in Nb institutions	6/20/2017 2:12 PM
6	A holistic strategy for the all of the agriculture related priority areas - ie. programs that genuinely support small, medium and large in-province farmers to expand before seeking outside companies to 'save' us.	6/20/2017 2:10 PM
7	Local food in schools, food / food system / agricultural literacy	6/20/2017 2:08 PM
8	Clear program roadmaps that help both new entrants and exisiting farmers wade through the 'system' for both funding and general assistance	6/20/2017 2:06 PM

Q5 The initiative(s) I would like to collaborate on following the summit is (are):

Les initiatives sur lesquelles j'aimerais collaborer suite au sommet sont :

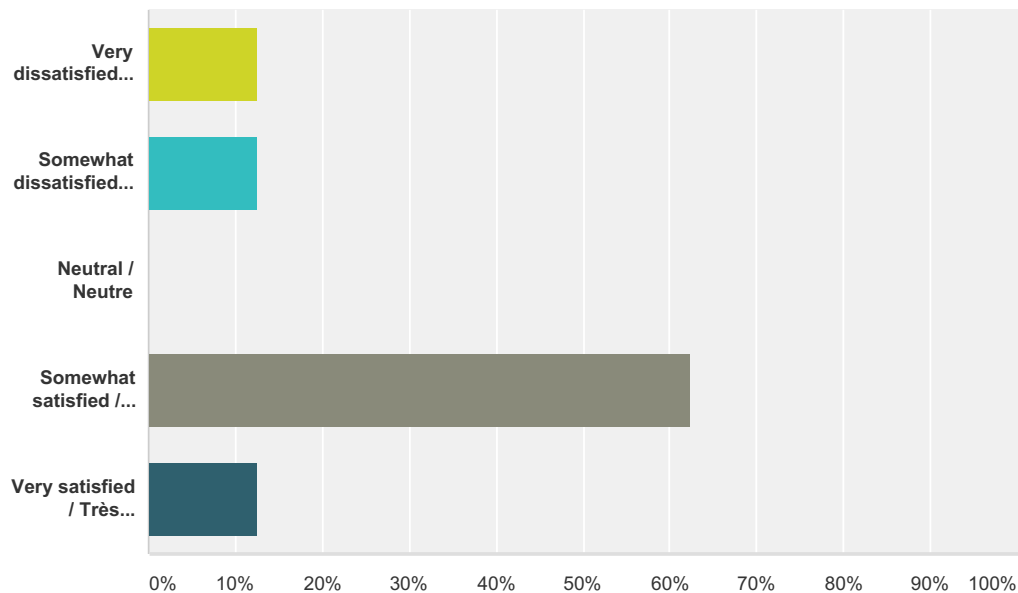
Answered: 7 Skipped: 1

#	Responses	Date
1	Continued work on Ag in the classroom	6/20/2017 2:19 PM
2	initiatives de formation	6/20/2017 2:16 PM
3	Improve in collaboration	6/20/2017 2:15 PM
4	NB initiative on getting more NB food in NB institutions	6/20/2017 2:12 PM
5	New farmers and the next iteration / next steps for the Local Food and Beverages Strategies.	6/20/2017 2:10 PM
6	Local food in schools	6/20/2017 2:08 PM
7	I would be willing to assist in the initiative mentioned in no. 4 above.	6/20/2017 2:06 PM

Q6 Overall, how would you rate your satisfaction with the 2017 Agriculture Economic Opportunity Summit?

Dans l'ensemble, comment évaluez-vous votre satisfaction suite au Sommet sur les possibilités en matière d'agriculture?

Answered: 8 Skipped: 0



Answer Choices	Responses
Very dissatisfied / Très insatisfait	12.50% 1
Somewhat dissatisfied / Plutôt insatisfait	12.50% 1
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	62.50% 5
Very satisfied / Très satisfait	12.50% 1
Total	8

#	Comments	Date
1	Good day, lots of discussion recorded for later summarization	6/20/2017 2:19 PM
2	Roundtables get the real pulse, now we need action plans and deliverables and communication	6/20/2017 2:15 PM
3	DAAF participation in showing what they have done so far and what they plan to do.	6/20/2017 2:13 PM
4	I am anxious to see what additional follow up actions are taken. So far the Dept. Agr/ provincial govt seem to be following up on summit recommendations. This is good !	6/20/2017 2:06 PM

Q7 The most valuable part of the Summit for me was:

La meilleure partie du sommet a été :

Answered: 7 Skipped: 1

#	Responses	Date
1	Re-newing connections with those working in our best interests	6/20/2017 2:19 PM
2	le travail en groupe	6/20/2017 2:16 PM
3	Meet many key government officials all under the same roof. Very nice of Rick Foucet and other officials to stay and participate	6/20/2017 2:15 PM
4	Presence of Brian Gallant	6/20/2017 2:12 PM
5	Hearing from other participants in the room	6/20/2017 2:10 PM
6	Networking/sharing	6/20/2017 2:08 PM
7	Round table discussions/networking	6/20/2017 2:06 PM

Q8 The least valuable part of the Summit was:

La partie la moins utile du sommet a été :

Answered: 4 Skipped: 4

#	Responses	Date
1	Time spent reviewing the document we all should have read before we came.	6/20/2017 2:19 PM
2	je ne comprends pas tout à fait pourquoi le député fédéral était là	6/20/2017 2:16 PM
3	French translation (slides) need to be done tight - use professional translators.	6/20/2017 2:15 PM
4	Not sure I found any of it particularly 'bad'. Most of what was covered is needed.	6/20/2017 2:06 PM

Q9 Please share any other feedback you have on the Summit.

Veillez nous faire part de tout autre commentaire que vous avez à propos du sommet.

Answered: 4 Skipped: 4

#	Responses	Date
1	I truly hope the "silos" between departments are being torn down by the gov't. So many of the issues facing our province can't be assigned to 1 portfolio and solved. Ag., Ed. and health MUST work together to improve the future for our kids and save \$\$ in the healthcare system. Good work so far.	6/20/2017 2:19 PM
2	New Brunswick is the best Canadian province...we just need to pull together to achieve great things and prepare a solid foundation for our young ones.	6/20/2017 2:15 PM
3	Thanks Susan for all your hard work on this!	6/20/2017 2:10 PM
4	It is unfortunate that more farmers were not present.	6/20/2017 2:06 PM