

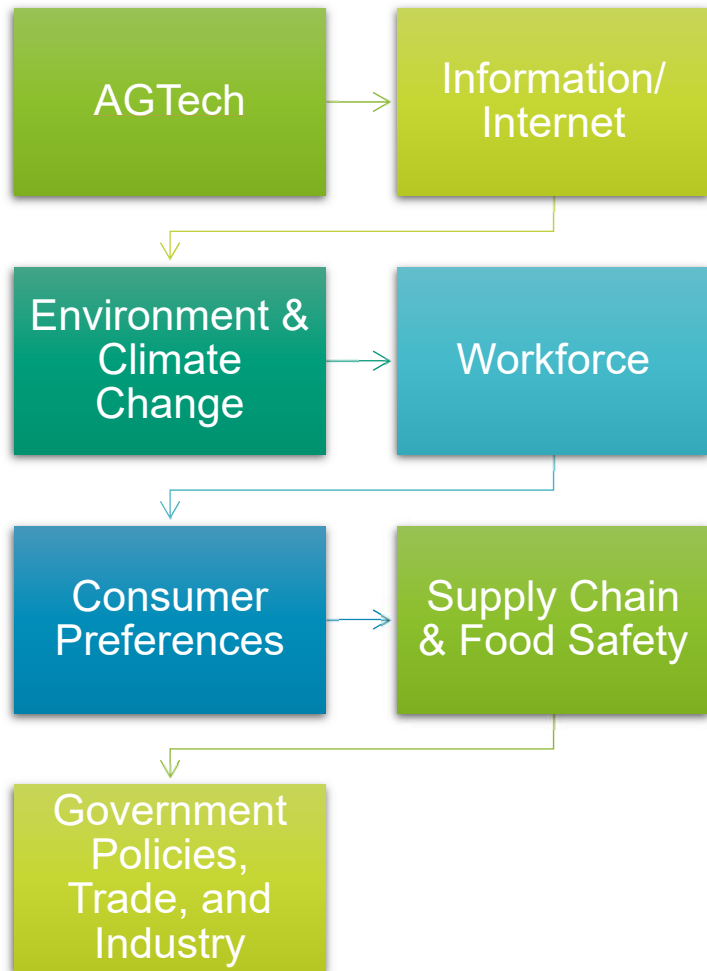


# **HANDS ON EXERCISES**

WORKSHOP 1 - UNDERSTANDING  
THE OPPORTUNITY FOR GROWTH

# EXERCISE 1 – IDENTIFY TRENDS

## STEP 1 – IDENTIFY ALL VIABLE TRENDS



Using the Trend Influencers listed as a guide write down 3 – 5 trends in total that you feel apply to your specific Agri-Business locally and nationally. You do not need to fill in each section.

Some examples are given in *Italics* on the basis on Robson Valley Honey.

## BACKGROUND ON ROBSON VALLEY HONEY PRODUCTION

Long-time McBride resident Len McClinton says there were many bee hives in Robson Valley before 1980s, but their number decreased, and there are fewer people these days who keep bees.

But residents are striving to bring back the domesticated bee population, and learn how to encourage and support the wild bees and related pollinating insects.

There is a lot to learn, and a place for classic and modern styles of beekeeping. Some of the new beekeepers like Bob Gray are going directly to high-tech hives, skipping the eight or 10 frame classical hive.

The latest hive on the market is the “Flow Hive” which reduces the disturbance of the bees, and removes the need for some equipment for the honey extraction, like the centrifugal extractor and other extracting/bottling equipment. With this innovative hive one just cranks the frame with an L-shape key than turns the tap open, and honey comes into the jars. Others have decided to go with the “Top Bar Hive,” which expands horizontally, compared with the classical hive which expands vertically.

How expensive it is to start with one bee hive? The classical 8 frame and 10 frame hive costs between \$150 – \$300CAN, depending on how many suppers you want to have and how much assembly work you can do. The top bar hive costs \$350CAN, fully assembled, and the flow hive costs about \$750US fully assembled.

Robson Valley honey is produced and sold in Dunster.

## AGTECH

1. *New Hive technology*
  2. *Urban Beekeeping on the rise*
  3. *BeeSmart Technologies are now selling their remote Beehive Management System.*
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## INFORMATION / INTERNET

*Local clubs are connecting to establish a training facility for new and experienced beekeepers*

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## ENVIRONMENT AND CLIMATE CHANGE

*The disappearing bees: The number of bee hives and beekeepers has dropped in Robson Valley since 1980's, the community is striving to bring back the bee population.*

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## CHANGING WORKFORCE

*Local clubs are connecting to establish a training facility for new and experienced beekeepers*

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## CONSUMER PREFERENCES

*According to stats Canada and the honey report obtained from the Honey Consortium, honey demand is on the rise. Consumers are looking for natural and home-grown products.*

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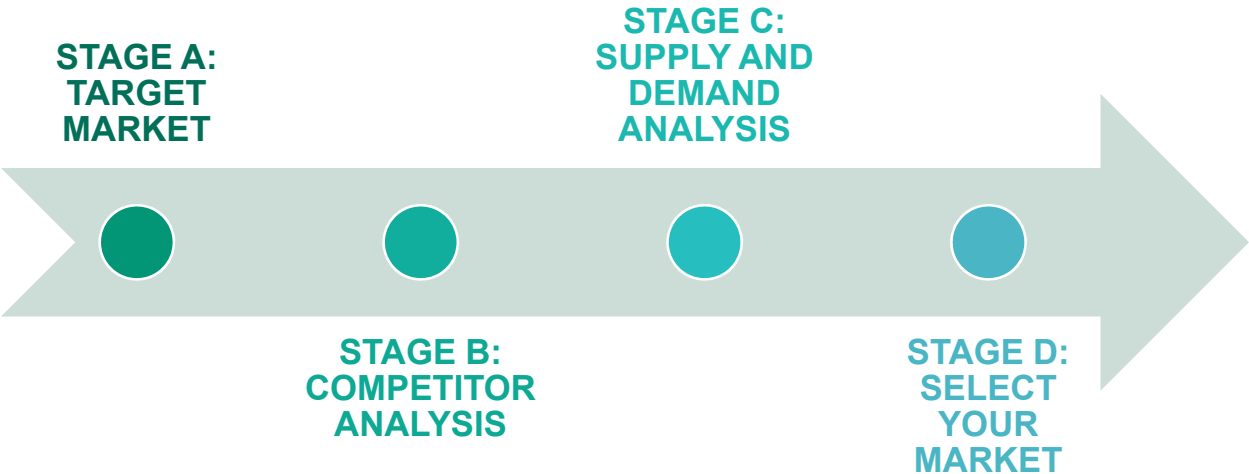
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# EXERCISE 2 - MARKET RESEARCH WORKSHEET

This worksheet is intended to help you refine what you already know about your product or service, and the market research you may need whether you sell to consumers or are a B2B company.



## STAGE A – TARGET MARKET

STATE THE CHARACTERISTICS OF THE CUSTOMERS AND/OR MARKET YOU WANT TO REACH.

1	
2	
3	
4	
5	

Are people already buying your product or service? *(Provide details about them)*

What do you know about your target market? *(For example, is there untapped market demand for your product or service that others aren't addressing? Is the market saturated or is there room for your company? Is the target market expanding or declining?)*

What specifically is the product or service you are wanting to offer?

**CAN YOU LIST THREE BENEFITS TO YOUR POTENTIAL CUSTOMER FOR YOUR PRODUCT OR SERVICE? (THINK ABOUT THE ADVANTAGES YOU OFFER THAT YOUR COMPETITION CAN'T OR DOESN'T.)**

1

2

3

If you could only promote one benefit, which would it be? (This should take the lead in all your communication.)

Age of Customer	Gender	Income	Education Level
Geographic location(s)			
Other relevant information			

**STOP HERE**

STAGE B – COMPETITOR ANALYSIS

**What do you know about your competition? (Detail information about who they are, what they are selling and prices they are charging.)**

<b>Competitor</b>	<b>Product/Service</b>	<b>Price</b>

**Can you make a profit on your product or service based on current rates or prices?**

**STOP HERE**

STEP C. SUPPLY & DEMAND ANALYSIS

Assess your supply and demand for product/service		
Product/Service	Is the demand Local/National?	Do you have excess "inventory" or always short
Can you make a profit on your product or service based on current rates or prices?		

**What is the best distribution or market channel for your product/service?**

- Local farmer's Market
- You-pick business
- Marketing Co-operative
- Retail Outlets
- Online marketing/Catalogue
- Other (Specify)
- Public markets, fairs, festivals
- On farm stand or retail shop
- Direct to restaurant
- Broker
- Tourist Attraction on the farm

**If you foresee national demand for your product/service do you feel there are interprovincial barriers that need to be addressed?**

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**STOP HERE**



## STEP D: SELECT YOUR MARKET

List your potential markets Here

1	5
2	6
3	7
4	8

Eliminate markets that are too small or markets where sales /demand is falling.

Sort your remaining markets based on location, largest market and fastest growing market

1.
2.
3.
4.

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129. [https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/statistics/market-analysis-and-trade-statistics/2016\\_bc\\_agrifood\\_and\\_seafood\\_export\\_highlights.pdf](https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/statistics/market-analysis-and-trade-statistics/2016_bc_agrifood_and_seafood_export_highlights.pdf)
130. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/business-market-development/market-development/domestic-market-development>
131. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/agricultural-regions/kootenay>
132. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/agricultural-regions/okanagan>
133. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/statistics/market-analysis-and-trade-statistics>
134. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/business-development-programs>
135. <https://open.alberta.ca/publications/0261-2194>
136. <https://open.alberta.ca/dataset/0261-2194/related>
137. <https://open.alberta.ca/dataset/0261-2194>
138. <http://www.cbc.ca/news/business/farmer-trudeau-taxes-alberta-1.4397543>
139. [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sdd16517](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sdd16517)
140. <http://www.growingforward.alberta.ca/>
141. <https://www.farmingsmarter.com/>
142. <http://www.agr.gc.ca/eng/industry-markets-and-trade/market-information-by-sector/red-meat-and-livestock/red-meat-and-livestock-market-information/inventories/cattle-inventory-by-farm-type-alberta/?id=1415860000077>
143. [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sdd16473](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sdd16473)
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## “HOW-TO” GUIDE

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## HOW TO CONDUCT PRIMARY MARKET RESEARCH

Understanding your customers, competition and marketplace is your key to making effective business decisions and avoiding costly mistakes.

### PRIMARY RESEARCH - DEFINED

Primary research (or field research) refers to the gathering of original information, through interviews and other first-hand methods, specifically about your product or business. Primary research gives you control over the type of questions you ask and information you gather. While the results can be extremely valuable, the research can be time-consuming and costly. As well, conducting primary research is a highly-specialized skill. Given the investment and technical requirements for designing and conducting primary research, we recommend you employ a market research professional or company if you decide to undertake primary research.

Before you begin your primary research, be sure to map out exactly what you want to learn. Ask yourself the following questions: What business decisions do I want to make from this research? Who should we talk to? If I could get an answer to only one question, what would it be?

### MOST COMMON PRIMARY RESEARCH APPROACHES

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#### ONLINE SURVEYS

These surveys are increasingly popular and relatively inexpensive. Online surveys can generate thousands of responses to a broad range of questions. The main benefit of online surveys is quick results, usually within days. A drawback is that they can be prone to superficial or incomplete answers. We recommend using online surveys where you need to get market feedback from a wide range of respondents.

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#### TELEPHONE SURVEYS

These are used to conduct more in-depth interviews that can last from 10 to 30 minutes. However, potential customers are often wary of callers and may be reluctant to participate or give anything other than short answers. In a B2B environment, telephone interviews can be an efficient method to get feedback from prospective or current customers.

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#### DIRECT MAIL SURVEYS

This is a relatively cheap method to cover a wide geographical area and avoids the potential for interviewer bias. However, response rates (the proportion of people sending back a completed survey) are often very low and it can take a long time before enough surveys are returned to get a useful sample.

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### **FOCUS GROUPS**

This methodology brings potential or current customers together to discuss their feelings about a product or market. Focus groups are a good way of getting detailed information about customer tastes and preferences.

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### **OBSERVATION**

Observing customers or prospective customers allows you to see how they behave in a store or with a product. Observation works well in retail markets. However, without direct feedback from the consumer being observed, you may not get the “whys” behind their actions.

## **SECONDARY MARKET RESEARCH**

### **SECONDARY RESEARCH - DEFINED**

Secondary research uses outside information assembled by government agencies, industry and trade associations, labor unions, media sources, chambers of commerce, and so on. It's usually published in pamphlets, newsletters, trade publications, magazines, and newspapers.

### **RESOURCES FOR SECONDARY RESEARCH**

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#### **PUBLIC SOURCES**

These are usually free, often offer a lot of good information, and include government departments, business departments of public libraries, and so on.

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#### **COMMERCIAL SOURCES**

These are valuable, but usually involve cost factors such as subscription and association fees. Commercial sources include research and trade associations, such as Dun & Bradstreet and Robert Morris & Associates, banks and other financial institutions, and publicly traded corporations.

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#### **EDUCATIONAL INSTITUTIONS**

These are frequently overlooked as valuable information sources even though more research is conducted in colleges, universities, and technical institutes than virtually any sector of the business community.

## GOOGLE TRENDS

Google Trends is a public web facility of Google Inc., based on Google Search, that shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages.

### ACCESSING GOOGLE TRENDS

<https://trends.google.com/trends/>

All you have to do is type in a search word or sentence into the search field at the top of the page. For additional information on how to perform more complex searches narrowed by region etc., you can go to their help center: <https://support.google.com/trends>

### SEARCH TIPS FOR TRENDS

You can use punctuation in your searches to filter the results you see in Trends.

Search term	Type of results you'll see
tennis shoes	Results can include searches containing both tennis and shoes in any order. Results can also include searches like red tennis shoes, funny shoes for tennis, or tennis without shoes.  No misspellings, spelling variations, synonyms, plural or singular versions of your terms are included.
"tennis shoes"	Results include the exact phrase inside double quotation marks, possibly with words before or after, like red tennis shoes.
tennis +squash	Results can include searches containing the words tennis OR squash.
tennis -shoes	Results will include searches containing the word tennis, but exclude searches with the word shoes.
center +centre +centere	Results will include alternative spellings like "centre" or "centere" and common misspellings like "centere." Trends considers each version of a word a different search, including misspellings.

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# MARKET RESEARCH CHECKLIST

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## STAGE A: TARGET MARKET

### STAGE A: TARGET MARKETS

Who is your paying customer and what do you know about them?

Will you sell to businesses or consumers?

- Identify your market's key demographic, geographic, psychographic and behavioristic characteristics.
- Visit your local library to access licensed online databases to identify these markets

### ASSESS YOUR TARGET MARKET'S SPENDING HABITS

- Use tools like the Stats Canada Average Household Expenditures (<http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/famil10g-eng.htm>) research to identify how much your target market is willing to spend on your product or service.

If there is no existing research available for your market, conduct primary research with potential customers. See the "How-To" document for instructions on completing primary and secondary research

### IDENTIFY YOUR CUSTOMER'S PREFERENCES

- Use secondary research and conduct face-to-face surveys and focus groups to identify what your potential customers like and dislike about your product or service

### CONSUMPTION TRENDS, PAST AND FUTURE

- Visit [trendhunter.com](http://trendhunter.com) and [trendwatching.com](http://trendwatching.com) to identify the key trends of your market.
- Set-up Google Alerts using the name of your industry and the phrase "trends", "consumer trends", or "business trends" to keep up-to-date on any new trends identified.

### PROJECT YOUR TARGET MARKET

- Check population trends for your target market.
- Visit BC Stats for projections on the size of your target market.

<https://www2.gov.bc.ca/gov/content/data/statistics/people-population-community/population/population-projections>

## STAGE B: COMPETITOR ANALYSIS

### KNOW YOUR COMPETITION

- Use business directories to find the following details on your competition's:
  - Products and services
  - Age of business
  - Number of employees
  - Sales
  
- Visit your local library or visit Small Business BC to access licensed databases to identify you competition and their details

### KNOW YOUR COMPETITORS ADVANTAGE

- Routinely monitor your competition and watch for any advertising brochures or updates to their website.
  
- Use data to observe who they are targeting and the techniques they are using and list the areas that you can and cannot compete.

### IDENTIFY OPPORTUNITIES AND THREATS

- Monitor key trend resources to identify:
  - Future technological opportunities or threats for your business
  - Social media opportunities
  - Potential developments or repositioning of products eg. a paper based product converting to an electronic version

## STAGE C: SUPPLY AND DEMAND ANALYSIS

### ASSESS YOUR SUPPLY AND DEMAND FOR PRODUCT/SERVICE

- When do people buy the product or service? Is it when they need it? Where do people make the purchase and how do they pay?
- What are the products and brands of your industry that are growing more significantly and why?
- Evaluate the validity by using Google Trends, Social Media Validation, and Google Alerts. See the “how-to” document for instructions on settings these up.

### CHECK YOUR PROFITABILITY AT CURRENT RATES

- Consider your cost, can you compete with current prices in your market choice without suffering a loss?
- Remember to include additional new costs such as licensing, transportation, storage, brokerage fees etc.

### DECIDE ON DISTRIBUTION

- What is the best distribution or market channel for your product/service?
- Some examples are: Local Farmer’s Market, on farm stand, direct to restaurant, broker, online, retail outlets, a co-operative

## STAGE D: SELECT YOUR MARKET

### LIST YOUR POTENTIAL MARKETS

- List all potential markets that you can think of or that you would like to one day enter.

### NARROW THE LIST

- Eliminate markets that are too small
- Eliminate markets where sales/demand is falling

### PRIOROTIZE FINAL LIST OF TARGET MARKETS

- Sort your remaining markets based on location, largest market, and fastest growing market



# RESOURCES

GENERAL RESOURCES	
<b>ESOURCECANADA.COM</b> <a href="http://www.esourcecanada.com">www.esourcecanada.com</a>	Canada's business-to-business online buyers' guide and industrial directory with e-commerce features and services.
<b>SMALL BUSINESS ACCELERATOR</b> <a href="https://sba.ubc.ca/industry-guides">https://sba.ubc.ca/industry-guides</a>	The Small Business Accelerator allows you to search across, and link into relevant sources of industry-specific business information. The information on this website includes secondary market research sources, education, and business support services for BC business owners and entrepreneurs.
<b>BRITISH COLUMBIA STATISTICS</b> <a href="https://goo.gl/wL2mru">https://goo.gl/wL2mru</a>	BC Stats is the central statistical agency of British Columbia. They have the largest collection of BC based statistical products, services, and expertise.
<b>STATISTICS CANADA</b> <a href="http://www.statcan.gc.ca/eng/start">http://www.statcan.gc.ca/eng/start</a>	Statistics Canada publishes a wide variety of information on economic and social conditions in Canada.
<b>INDUSTRY CANADA</b> <a href="https://goo.gl/7pYA5D">https://goo.gl/7pYA5D</a>	Industry Canada's website is a comprehensive source of Canadian market and business information. There are several hundred thousand documents available.
<b>VANCOUVER PUBLIC LIBRARY SYSTEM</b> <a href="http://www.vpl.ca/">http://www.vpl.ca/</a>	If you have a Vancouver Public Library card, you have access from home to VPL's Electronic Resources where you can access periodical databases (CBCA, Canadian Newstand), an association listing (Community Organizational Database), and more.
<b>CIVICINFO BC</b> <a href="https://www.civicinfo.bc.ca/surveys.asp">https://www.civicinfo.bc.ca/surveys.asp</a>	CivicInfo BC offers a comprehensive list of British Columbia towns, cities, and regional districts. Provides links to contact information and, if available, community web pages.
<b>GOVERNMENT OF BRITISH COLUMBIA LINKS</b> <a href="https://goo.gl/24zMQ1">https://goo.gl/24zMQ1</a>	A comprehensive list of B.C. Government organizations.
<b>GOVERNMENT OF CANADA</b> <a href="https://goo.gl/7jGQis">https://goo.gl/7jGQis</a>	Government of Canada institutions are listed in alphabetical order with corresponding web addresses.
<b>CENSUS DATA</b> <b>STATISTICS CANADA</b> <b>2006:</b> <a href="https://goo.gl/xerwV6">https://goo.gl/xerwV6</a> <b>2011:</b> <a href="https://goo.gl/nU5sYk">https://goo.gl/nU5sYk</a>	A census is a survey of the entire population instead of just a sample. Canada's Census provides information on a variety of characteristics including Age, Sex, Commuters, Earnings, Ethnicity, Religion, Marital Status. Vital information for locating a target market.



GENERAL RESOURCES	
<b>POPULATION ESTIMATES</b> <b>BC STATS</b> <a href="https://goo.gl/BFBYtw">https://goo.gl/BFBYtw</a>	<p>There are a several population concepts that are important to understand when completing a business plan. There are estimates which are current (annual), compared to census (every 5 years), and are derived from hydro connections, old age security cheques, and school enrolments. These are not population counts like a census, but rather estimates of the size of the population with some error.</p>
<b>POPULATION PROJECTIONS</b> <b>BC STATS</b> <a href="https://goo.gl/pzC98f">https://goo.gl/pzC98f</a>	<p>The second concept is a population projection. These are estimates of future populations based on historical growth trends, births, deaths, and migration. Projections may have a higher degree of error than population estimates and are available based on Health Areas. These areas have been created for the delivery of health services but they can be used to gauge population demands of your target market.</p>
<b>IMMIGRATION &amp; MIGRATION REPORTS</b> <b>BC STATS</b> <a href="https://goo.gl/q3LJFK">https://goo.gl/q3LJFK</a>	<p>A third population concept important for a business plan is the immigration that can influence a target market. Countries that provide changing populations may impact your target area for language, education, skills, and spending habits. Information on immigration can be found on the website.</p>
<b>AVERAGE HOUSEHOLD EXPENDITURES</b> <b>STATS CAN</b> <a href="https://goo.gl/b7XGJp">https://goo.gl/b7XGJp</a>	<p>What does the average household spend in a year? Other family expenditures include, among others, Food, Shelter, Household Operation, Clothing, Transportation, and Education. You can calculate a crude projected increase in the amount spent on your product.</p>
<b>AVERAGE WEEKLY FOOD EXPENDITURES</b> <b>STATS CAN</b> <a href="https://goo.gl/cLrB48">https://goo.gl/cLrB48</a>	<p>What does the average household in Vancouver spend on seafood each week? How does this compare to the Canadian average? You can find this out on the Stats Can website.</p>
<b>TRADE DATA ONLINE</b> <b>INDUSTRY CANADA</b> <a href="http://www.ic.gc.ca/eic/site/tdo-dcd.nsf/eng/Home">http://www.ic.gc.ca/eic/site/tdo-dcd.nsf/eng/Home</a>	<p>Did imports of bicycles into Canada increase significantly over the last five years? Import/export data reflects changing consumer patterns.</p>
<b>AGPAL - PROGRAM AND SERVICE Finder</b> <a href="http://www.agpal.ca/">http://www.agpal.ca/</a>	<p>AgPal is a web-based discovery tool to help Canadian farmers and agri-businesses find agriculture-related programs and services administered by a number of partners and organizations.</p>

INDUSTRY OVERVIEW	
<b>FINANCIAL PERFORMANCE DATA</b> <b>INDUSTRY CANADA</b> <a href="https://goo.gl/QsiYqP">https://goo.gl/QsiYqP</a>	With Small Business Profiles, you can estimate expenses for hundreds of different kinds businesses. The data provides performance benchmarks for the financial planning of start-up and established small and medium sized businesses.
<b>BUSINESS INFORMATION BY SECTOR</b> <i>Industry Canada</i> <a href="http://sbbc.co/industrystats">sbbc.co/industrystats</a>	Business information is listed by industrial category. A comprehensive, A to Z listing of industry reports.
<b>ECONOMIC ANALYSIS AND STATISTICS</b> <b>INDUSTRY CANADA</b> <a href="https://goo.gl/v9ES65">https://goo.gl/v9ES65</a>	Economic Analysis and Statistics provides you with newsletters and analysis of economic topics, including trade, investment, and indicators of the Canadian economy.
EVENTS	
<b>TRADE EVENTS - CANADA</b> <a href="https://goo.gl/aDmVxh">https://goo.gl/aDmVxh</a>	Government of Canada Trade Show Listings for Agriculture and Food Trade Show Service
INTERNATIONAL EXPOS WITH AGRIFOOD CANADA REPRESENTATION	
<b>AGRICULTURE AND FOOD TRADE SHOW SERVICE</b> <a href="https://goo.gl/7AU433">https://goo.gl/7AU433</a>	Through the Canada Pavilion, Agriculture and Agri-Food Canada can help you promote your products and services at key international trade shows. Exhibiting at the Canada Pavilion gives your business an opportunity to interact with new and established contacts in the world's most dynamic markets. Further down the page you will also find trade show planning marketing and communication guides, and more

COUNCILS AND ASSOCIATIONS	
<b>Canadian Honey Council</b> <a href="http://honeycouncil.ca/">http://honeycouncil.ca/</a>	
<b>Canadian Meat Goat Association</b> <a href="https://www.canadianmeatgoat.com/">https://www.canadianmeatgoat.com/</a>	
<b>Canadian Meat Council</b> <a href="https://www.cmc-cvc.com/">https://www.cmc-cvc.com/</a>	
<b>Canadian Sheep Federation</b> <a href="http://www.cansheep.ca/">http://www.cansheep.ca/</a>	
<b>Canadian Honey Council</b> <a href="http://honeycouncil.ca/">http://honeycouncil.ca/</a>	
<b>Dairy Farmers of Canada</b> <a href="https://www.dairyfarmers.ca/">https://www.dairyfarmers.ca/</a>	
INNOVATION PROGRAMS IN AGRICULTURE	
<b>INNOVATION PROGRAMS IN AGRICULTURE</b> Provincial Gov't British Columbia <a href="https://goo.gl/weg15c">https://goo.gl/weg15c</a>	Innovation programs aim to transform ideas into new and sustainable solutions for the Agri-Food sector. The programs enable the development, piloting, commercialization and adoption of new products, practices, processes and technologies, making producers and processors more competitive and sustainable.
<b>B.C. AGRIFOOD &amp; SEAFOOD MARKET DEVELOPMENT PREPAREDNESS PROGRAM</b> <a href="https://goo.gl/UEAEbC">https://goo.gl/UEAEbC</a>	B.C. Agrifood & Seafood Market Development Preparedness Program supports businesses and associations to conduct market research and planning activities necessary to take advantage of new market opportunities.

FUNDING SOURCES	
<a href="http://smartfarmbc.ca/funding-sources">http://smartfarmbc.ca/funding-sources</a>	
<b>BC Agrifood &amp; Seafood Export Program</b> <a href="https://goo.gl/38bXGG">https://goo.gl/38bXGG</a>	
<b>BUY LOCAL PROGRAM</b> <a href="http://iafbc.ca/funding-opportunities/buy-local/">http://iafbc.ca/funding-opportunities/buy-local/</a>	
<b>FARM GRANTS</b> <a href="http://farmgrants.ca">http://farmgrants.ca</a>	<p>The Canadian Government has recently updated the funding framework for farms and agri-businesses for 2018 and beyond. Under current guidelines producers of various agricultural commodities have a variety of funding options at their disposal.</p> <p>Of particular interest to farmers should be the targeted programs for particular geographic areas. Some of the areas of focus for programs include the Provinces of Manitoba, Alberta, British Columbia, Saskatchewan, and Ontario.</p>
<b>GROWING FORWARD 2: BC AGRIFOOD &amp; SEAFOOD EXPORT PROGRAM</b> <a href="http://iafbc.ca/funding-opportunities/export/">http://iafbc.ca/funding-opportunities/export/</a>	Up to \$600,000 in federal and provincial funding is allocated for projects between April 1, 2017 and March 31, 2018 (FY2017/18). Eligible projects should enable BC's agriculture, food and seafood sectors to increase export sales and expand international market access through participation in international market development activities.
EDUCATIONAL/PROMOTIONAL	
<b>HEALTHY FAMILIES BC</b> <a href="https://www.healthyfamiliesbc.ca/eating">https://www.healthyfamiliesbc.ca/eating</a>	Educating consumers on healthy eating habits
<b>GROWING FARM TO SCHOOL</b> <a href="https://farmtoschoolbc.ca/">https://farmtoschoolbc.ca/</a>	Supplying participating BC schools with local Agri-Food products
<b>FARMERS MARKET NUTRITION &amp; COUPON PROGRAM</b> <a href="http://www.bcfarmersmarket.org/nutrition-coupon-program">http://www.bcfarmersmarket.org/nutrition-coupon-program</a>	At select BC farmers markets
<b>AGRICULTURE IN THE CLASSROOM FOUNDATION</b> <a href="http://www.aitc.ca/bc/">http://www.aitc.ca/bc/</a>	Working with educators to bring BC's agriculture to our students