

Title of Project: "Branding the Peace Speaker"
Final Report
Report Covering Period January 19, 2002
Organization(s): Peace River Agriculture Strategic Planning Society (PRASPS)
Peace Value Added Food and Agriculture Association

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Objectives: To hire Gerry Goodis to speak at the PRASPS, Peace Value Added Food and Agriculture joint Annual General Meeting January 19, 2002, in order to further promote and develop the principles of Branding the Peace.

Having Gerry Goodis speak will further assist the Branding the Peace project in moving closer to the goal of establishing a brand and marketing plan to better market Peace Region products, which falls within the mandate of both organizations.

From PRASPS perspective the Branding the Peace project has the potential to advance the marketability of many Peace region products and they have supported the Branding the Peace project both with funds and marketing assistance.

There are an increasing number of barriers to selling food products that include labelling and proof of quality standards. Agriculture is an important industry to the economy of the Peace as well as to the members of these two organizations. The purpose and proposed outcomes of the Branding the Peace project as well as the mandate of the Peace Value Added Food and Agriculture Association are extensions to the principles that PRASPS was founded on and continues to support.

Holding a joint AGM provides both organizations with a larger audience to market each organization's plans and objectives. As well, we will invite members of other regional farm associations to attend the meeting January 19 from 10-3 p.m. at the Sudeten Hall in Dawson Creek. In keeping with the principle of promoting Peace region food products we will provide a Peace River product meal.

In the spirit of creating partnerships and to promote value-adding the Small Woodlands Project group will make a 15 minute presentation and provide a display during our joint annual general meeting; in return for this marketing opportunity to their primary target group they will contribute funds to this effort.

To summarize the benefits – PRASPS wants more producers to give input into its communication project. PRASPS has committed funds, both past and present, to the Branding the Peace project and therefore wished to add its efforts to the success of the venture. Both PRASPS and the PVAFAA need more people at their meeting to achieve input on their mutual processes. The Small Woodlands Project wanted to further market their workshops to landowners on estate planning and small woodlot management.

Accomplishments:

The January 19 AGM drew approximately 50 people. There was a cross section of farmers, business people and regional district represented at the meeting.

The partnership between PRAD, PRASPS and the PVAFAA in support of Branding the Peace gave higher profile to The Kiwanis Enterprise Centre's funding application to Western Diversification to build a business and marketing plan for the project. This project has momentum and organizers continue to gain funding and general support.

Due to their involvement with The Innovation Network and the Value Added Strategies Group the PVAFAA was able to bring the progress reports of these two organizations forward to a larger group of people. As well, PVAFAA, as a key supporter of Branding the Peace, brought more awareness for that project by agreeing to hold a joint AGM with PRASPS.

PRASPS supported its investment and endorsement of the Branding the Peace project by creating partnerships. PRASPS brought together several like minded groups not only to broaden the field of interest for Branding the Peace, but to increase awareness and support for its communication project, and the organization's involvement in other influential regional processes, such as the Economic Opportunities research project and the Northwest Transportation Corridor Committee. It now has a board of 12 directors.

A wide selection of Peace River food products were prepared by a local catering company to provide a surprising collection of delicacies, including organic bison and pork, fallow deer, pork, lamb, a variety of garnishes and locally manufactured jams and jellies. All of which can be purchased in the region.

All groups involved in the AGM either as proponents or participants gained greater support and awareness for their processes by having a larger audience to report to.

Tasks in Progress:

PRASPS & PVAFAA continues to support Branding the Peace, which will hold a three-day workshop session in March to draw on the leadership of several regional sectors that have products to brand. (Speak to Doris Miedzinski)

Extension and demonstration:

PRASPS reported on its communication project and provided a comprehensive report of published material for 2001.

We presented the status of the Northwest Transportation Corridor Committee and the Economic Opportunities Committee

Stories about the AGM were written by Kate O'Neil, Brenda Birley and Patsy Nagel and published in the Northern Horizon – January 25, the Alaska Highway News – Jan 25, The Peace River Block News – Jan 24, and the Peace Country Farmer – Feb 11.

The PVAFAA will print a brochure outlining all the products available through their organization. These will be in limited supply and provided on demand. They will have a booth at the Peace Country Ag. Show in Grande Prairie March 6-9.

They are planning changes to Food Fest.

The PVAFAA is looking for more avenues to actively promote Peace River Products

- In April they will attend the Hines Creek trade show.
- They are supplying product for the BC Cattlemen AGM in June
- They are hosting a BBQ at the North Pine Fall Fair
- They will have a booth at the World of Women tradeshow in Grande Prairie

They are considering other events as well.

The PVAFAA plans to develop a wholesale product and inventory list

They will hold a two-day workshop to help producers develop those materials

Finances:

PRAD approved \$3,824.00

Amount requested \$4,500.00

Actual Expenses

Gerry Goodis speaking fee	\$1,552.50
Accommodation	\$ 232.24
Meals	\$ 313.39
Flight	\$ 463.68
Food for approximately 60 people	\$ 1,073.69
Audio - Visual equipment rental	\$ 200.00
Venue rental	\$ 220.00
Advertising	\$ 520.00

Total expenses \$4,575.50

Summary

All parties feel the joint AGM was a success. We drew together several elements and were able to share a lot of useful information that would not have occurred if each group had held its own meeting.

From the s PRASPS communication project it was an excellent opportunity to speak to individuals about sharing information through Peace Prospects. It is always nice to get written updates that we don't have to pay for.

ANNUAL GENERAL MEETING

Peace Value Added Food & Ag Association (PVAF&AA)
&

Peace Region Agricultural Strategic Planning Society (PRASPS)

January 19, 2002

Sudeten Hall, Pioneer Village

1901 Alaska Highway

Dawson Creek, BC

- 9:30 Registration
- 10:00 Innovation Network Presentation
Bruce Rutley – Peace Region Economic Development Alliance (PREDA)
- 10:30 Value Added Strategies Group Update
Karen Goad – Alberta Agriculture Food & Rural Development (AAFRD)
- 11:00 Business Meeting – PRASPS
- 12:00 "Peace Country Products" Lunch
- 12:45 "The Peace" Video Presentation
Don Pettit – Author
- 1:00 Key Note Speaker – Jerry Goodis
Topic – "Branding the Peace" Marketing...
- 3:00 Business Meeting – PVAF&AA

ANNUAL GENERAL MEETING

Peace Value Added Food & Ag Association & Peace Region Agricultural Strategic Planning Society
January 19, 2002

Menu

Kiley-Ko Catering

Organic Bison Stew – cubed outside round of *bison*, turnip, carrot, celery and onions
Four Creeks Farm, Silver Valley

Fallow Deer & Saskatoon Berry reduction
Sewell Valley Game Farm, Dawson Creek Briggswood Country Preserves, Rycroft

Organic Pork Loin glazed with **Three Fruit Carrot Marmalade**
First Nature Farms, Goodfare Briggswood Country Preserves, Rycroft

Leg of Lamb – rubbed with fresh **garlic & mint**
Ultimate Lamb, Dawson Creek Down to Earth Greenhouse, Sexsmith

Pastured Poultry – slow roasted and basted with butter mix with **Herbal Blend for butter**
First Nature Farms, Fairview From the Earth Naturally, Sexsmith

Organic Spelt buns
Organic Farms Bakery, Dawson Creek

Whipped butter flavoured with **Herbal Blend for butter**
From the Earth Naturally, Sexsmith

Fresh Veggies & **Herbal dip**
From the Earth Naturally, Sexsmith

Scones & Blueberry muffins with assorted jams and jellies
Saskatoon, High Bush Cranberry, Chokecherry and Cranberry Breakfast Jellies
Dilled Carrots
Curry and Beet Pickles
Saskatoon, Black Currant Syrups
Briggswood Country Preserves, Rycroft

Strawberry, Raspberry, Blueberry Jam
Rosehip Honey
Berry Delightful, Fort St John

Potato Salad
Coleslaw marinated with onion, mustard dressing
Caesar Salad
Saskatoon Berry & pineapple Custard Trifle
Herbal Teas
From the Earth Naturally, Sexsmith
Coffee