

# BC BROILER HATCHING EGG COMMISSION JANUARY 2021 NEWSLETTER



## INDUSTRY STATISTICS

### YTD Hatchability

83.5 %

### Average Lay Cycle End

55 weeks

### Average Breeder Price

Female: \$11.59

Male: \$16.37

### 2021 Audit Stats

Total Premises to Audit: 59

Premises Completed: 0 / 59

### Hatching Egg Tip

Click the link below to find an article on Coccidiosis Control in Broiler Breeders with the use of Vaccines.

[https://en.aviagen.com/assets/Tech\\_Center/Ross\\_Tech\\_Articles/Ross-TechNote-CoccidiosisControl-in-BroilerBreeders-2020-EN.pdf](https://en.aviagen.com/assets/Tech_Center/Ross_Tech_Articles/Ross-TechNote-CoccidiosisControl-in-BroilerBreeders-2020-EN.pdf)

### BC CHICKEN SECTOR PRICING REVIEW

Please see the following link for current updates on the BC Chicken Sector Pricing Review.  
<http://bcchickensectorpricingreview.com/>

### BIOSECURITY STATUS REMAINS AT YELLOW

### BOSKERDALE ACRES FAREWELL

Please see the attached letter from Maarten & Anneke Kerkhoff. Congratulations to them on their retirement.

### CHEP ANIMAL CARE PROGRAM PRODUCER MANUAL FEEDBACK

Please see the attached feedback form from the On-Farm staff.

### WORK SAFE BC: ARE YOU READY FOR AN INSPECTION?

Please see the following link for COVID-19 updates on the Work Safe BC website.  
<https://www.worksafebc.com/en/about-us/covid-19-updates/health-and-safety>

### EUROPEAN NATIONS STEP UP AVIAN FLU OUTBREAK RESPONSES

Please find the attached letter from BC Poultry Association regarding the current AI situation in Europe.

### THE CPRC LAUNCHED NEW WEBSITE FOR CPRC RESEARCH

Please see the link from CPRC for their new website regarding current research projects:  
[poultrysciencecluster.ca](http://poultrysciencecluster.ca)

### THE BCPA AND SPFG YEAR IN REVIEW – ATTACHED

### ON-FARM APPOINTMENT BOOKING

Due to COVID-19, On-Farm staff require a minimum of 24 hours notice if you would like to reschedule your appointment.

### COVID-19 OFFICE UPDATE

Due to COVID-19, office staff are on rotation, working from home and at the office. We are not accepting visitors at the office without an appointment. It is best to email the staff member you are trying to reach so they may follow up. We appreciate your patience during this time.

Pricing Orders

Period	Live Chicken	Hatching Eggs	Saleable Chicks	Day-Old Broiler Chicks
A-162	1.694 \$/kg	602.95 ¢/doz	62.76 ¢/chick	81.70 ¢/chick
A-163	1.697 \$/kg	605.64 ¢/doz	63.03 ¢/chick	81.97 ¢/chick
A-164	1.707 \$/kg	610.09 ¢/doz	63.49 ¢/chick	82.43 ¢/chick
A-165	1.684 \$/kg	608.26 ¢/doz	63.30 ¢/chick	82.24 ¢/chick
A-166	1.690 \$/kg	617.98 ¢/doz	64.31 ¢/chick	83.25 ¢/chick
A-167	1.757 \$/kg	637.62 ¢/doz	66.33 ¢/chick	85.27 ¢/chick

Production Cycles

Period	Start Date	End Date
A-162	Mar 15, 2020	May 9, 2020
A-163	Mar 10, 2020	Jul 04, 2020
A-164	Jul 05, 2020	Aug 29, 2020
A-165	Aug 30, 2020	Oct 24, 2020
A-166	Oct 25, 2020	Dec 19, 2020
A-167	Dec 20, 2020	Feb 13, 2021

## Heightened Biosecurity “Yellow”

*These measures are in addition to your “Green” biosecurity procedures<sup>1</sup> and should be applied when there is a heightened disease risk or other threats in your region within BC.*

### Controlled Access Zone (CAZ)

- CAZ barrier should be closed at all times
- Restrict CAZ access to all unnecessary vehicles
- Establish a parking area outside of your CAZ
- Implement an “Essential Visitors Only” policy
- Avoid contact with all other avian (bird) and porcine (swine) species
- Avoid contact with all other poultry operations
- No mortalities and cull eggs to leave premise except on recommendation of a governing body (i.e. board/commission, veterinary, CFIA etc.)

### Restricted Access Zone (RAZ)

- Keep doors locked at all times when the building is not occupied by personnel
- Closely monitor flock health for decreased feed and water intake, increased mortality, and unusual behaviour. Report any of the above to your Veterinarian and commodity board
- Clean and disinfect traffic area and access points after each egg pick up
- Minimize contact between commercial poultry and wild birds & wild bird droppings

### Equipment

- All equipment and materials related to the production of poultry that enter or leave the CAZ, regardless of size or use, must be clean and disinfected

<sup>1</sup> These are not all of the BC Biosecurity Program requirements; please refer to your producer manual for more information. Note if your commodity’s On-Farm Food Safety Program requires more stringent biosecurity measures please follow them instead. The measures above are minimum requirements.

Dec 22, 2020

Hi Fellow Hatching Egg Producers

It is time for me to say goodbye. As of Wednesday Dec 23, 2020, I will no longer be part of your group as Anneke and I have transferred our broiler breeder farm to our children Pieter and Angela Kerkhoff.

We first joined the BC hatching egg producers in April 1993 and have been with Fraser Valley Chicks all that time. I have been in other types of business before and during these last 27 plus years and I can say that my best job was being a chicken farmer. Way back, when I started out, the Commission was managed by John Derham, then for a number a years we had Dave Chernichan and now for quite a few years it's been Stephanie Nelson. The management was never in better hands then it now is. Thanks to Steph. I will miss being part of the Association, but life runs on. Fast. Please welcome Pieter and Angela in my place and we wish you all God's blessing for 2021 and beyond.

Goodbye from both of us

Maarten & Anneke Kerkhoff

**Boskerdale Acres.**

**Request for feedback on the CHEP ACP – Producer Manual**

<b>Section</b>	<b>Current text (please include page and requirement number)</b>	<b>Suggested change</b>	<b>Reason for change</b>
Introduction			
On-Farm Audit			
Glossary			
Audit Instructions			
Farm Audit Cover Sheet			
<b>Audit Checklist</b>			
1. Personnel Knowledge and Skills			
3. Broiler Breeder Housing and Environment			

Section	Current text (please include page and requirement number)	Suggested change	Reason for change
<b>Audit Checklist</b>			
4. Broiler Breeder Feed and Water			
5. Flock Health Management			
6. Broiler Breeder Husbandry Practices			
7. Transportation			
8. Euthanasia			
9. Mass Depopulation			

Section	Current text (please include page and requirement number)	Suggested change	Reason for change
<b>Records</b>			
Code of Conduct + Personnel Knowledge and Skills			
Stocking Density			
Feeders and Waterers			
Nests			
Flock Check			
Emergency Contact List			
Backup Power Test Log			

**Additional comments:**

# Global avian flu infections climb as winter settles in: OIE

By [Chris Scott](#) on 1/6/2021

The number of new outbreaks of several strains of avian influenza across Asia and Europe continue to rise, prompting many nations to boost their protective measures, including culling, according to media reports and statistics from the World Organization for Animal Health (OIE).

In recent weeks:

- Belgium said 73,900 birds infected with low pathogenic bird flu were culled at a farm.
- Denmark planned to cull 9,000 poultry at a farm after positive tests for bird flu.
- France reported the culling of 3,900 ducklings and laying hens in addition to 5,000 birds with confirmed H5N8 infections. Another 400,000 birds will be culled to protect the duck population, [Reuters](#) reported this week.
- Germany told OIE that 10,355 turkeys were culled after positive avian influenza tests and added another 62,000 this week, according to [Reuters](#).
- Japan said it culled a total of 146,712 birds in four recent avian influenza outbreaks.
- Korea reported culling a total of 588,096 birds in nine outbreaks of bird flu since Dec. 28.
- Northern Ireland will cull 30,000 birds after young hens being raised to produce eggs tested positive for avian influenza.
- Poland culled 12,589 turkeys on a commercial farm infected with H5N8.

Several of the nations responded to the latest waves of avian influenza outbreaks by either strengthening or launching extensive measures to contain the spread, including movement controls through protection zones, heightened surveillance and traceability. Such [measures in the United Kingdom](#) apparently are helping contain the spread of H5 viruses with officials there reporting a total of 24 birds that tested positive being culled since Dec. 24, according to OIE.

Source: <https://www.meatingplace.com/Industry/News/Details/96588>

## BC Poultry Association 2020 Year in Review



*The purpose of the BC Poultry Association (BCPA) is to lead the regulated BC poultry associations on common issues that strengthen and improve the well-being of regulated poultry farmers.*

### Current BCPA directors

- Directors are appointed by the four member associations; each association appoints their chair and one other director. The association represented by the Chair appoints an additional representative.
- In addition, each Marketing Board/Commission appoints one producer director representative to the BCPA. These positions are *ex-officio* and non-voting.

Name	Sector and position on BCPA
Steve Heppell	Turkey, <b>Chair</b>
Bryan Brandsma	Hatching eggs, <b>Vice Chair</b>
Dale Krahn	Chicken (Also on the Provincial wood fibre steering committee)
Fred Redekop	Chicken
Mark Siemens	Eggs, <b>Treasurer</b> (Also on the Abbotsford Ag Committee)
Dan Kampen	Eggs (Also an alternate Emergency Operations Centre Director)
Angela Groothof	Hatching eggs (Also the IAF poultry rep, poultry rep for the Centre for Governance in Agriculture)
Steve Froese	Turkey
Stan Thiessen	Turkey (Also the SPFG Chair)
Allen James	Environment rep - nonvoting
Beata Kunze	<i>ex-officio</i> , Hatching eggs
Ray Nickel	<i>ex-officio</i> , Chicken
James Krahn	<i>ex-officio</i> , Turkey
Matt Vane	<i>ex-officio</i> , Eggs

### Other Poultry Committee Appointments

- Wayne DeJong – BC Agriculture Council (BCAC) poultry rep, biosecurity committee
- Hester Mulder - BCAC's public trust committee, Chair of the Biosecurity Committee
- Chris Vanrietschoten – BCAC's labour committee

## Meeting highlights

- The BCPA had four director meetings – one in person and three via Zoom.
- The BCPA wrote the following letters:
  - To the BC Ministry of Agriculture (provincial vet lab) regarding Infectious Laryngotracheitis (ILT)
  - A letter of support to the BC Egg Marketing Board for their Innovative Euthanasia Method for Spent Hens IAF Application
  - To Rayna Gunvaldsen, BC's Chief Veterinary Officer supporting the BC Turkey Marketing Board's request to make Blackhead reportable.
  - To the BC Turkey Marketing Board in support of their Blackhead project
  - To the provincial Agriculture Minister regarding animal activists
  - To the BC Agriculture Council to provide input on the Canadian Federation of Agriculture's public outreach campaign's messaging.
- BCPA participated in activist round table meetings sponsored by the BC Ministry of Agriculture and participated in BCAC led animal activist meetings
- Infectious Laryngotracheitis (ILT) was discussed at several meetings. Follow-up letters were sent, a virtual meeting with local vets was held, and a follow-up survey on vaccine use was done.
- The BCPA recommended that producers move to yellow biosecurity status in November because of the widespread high path AI outbreaks in Europe and Asia. It was also a proactive action to address the possibility of an outbreak under Covid restrictions.
- BCPA directors attended the BCAC, IAF, and WorkSafe AGMs.

## Biosecurity Committee

After the reprinting of the manual in 2019, the Committee held its first virtual meeting in November to start the 2021 manual review process.

## Emergency Operations Centre (Avian Influenza and Covid-19)

In a non-outbreak year, four Section Chief meetings and one meeting open to the entire EOC committee team are held. Senior regional CFIA staff, AGRI staff and AgSafe staff are invited to participate in all the meetings. The goal of the quarterly meetings is to further communication and teamwork and to advance the poultry sector's preparedness for a possible avian influenza outbreak or other emergency.

As of September, Allan Cross is the EOC director. Dan Kampen is taking a year off the EOC. Marvin Friesen stepped off the EOC, so the EOC is looking for an additional EOC director.

This was a very busy year for the EOC considering it was a non-outbreak year. In March, the four Boards and Commission requested that the EOC be activated to deal with the emergency issues arising from COVID. After discussions with the BCPA, the ECO was activated, but only to the level of the EOC director (Dan Kampen) and Liaison Officer (Christine Koch). They were

activated to handle COVID communication across the four poultry sectors. The director and liaison officer attended weekly poultry supply chain conference calls and the liaison officer developed weekly COVID summary updates that the Boards and Commission could circulate to their members. The weekly updates were provided from the end of March to the end of May. At that point, the EOC was de-activated.

Section chief meetings became monthly in September as section chiefs worked with the CFIA to plan for a possible AI outbreak under Covid restrictions. SOPs and procedures had to be rewritten to meet Covid requirements. AgSafe developed new factsheets for farms to assess and deal with worker exposure risk and safety. The new Covid protocols will greatly complicate an AI response. There won't be an in-person EOC or incident command centre. Virtual and socially distanced training and meetings will be the new norm.

The new Emergency Response Plan binders and memory sticks with all the Google Drive documents were delivered to all the EOC section chiefs.

The annual flu shot reminder letter was sent out.

A reminder was sent out in December for producers to review their COVID action plans.

### **Rapid Response**

Allen Knowles is the industry lead for rapid response teams. Sandra Lepp coordinates the rapid response teams and works to verify membership and team status. The team membership lists are almost complete other than a few vacancies for Biocon. Industry rapid response teams held virtual meetings with their CFIA counterparts, and some teams participated in socially distanced training exercises with CFIA team members. Several rapid response team members were fit tested.

A new list of industry contacts was developed to provide extra surge capacity during the initial days of an AI outbreak. These allied poultry businesses volunteered to provide staff and equipment on an as needed basis.

### **AI Surveillance**

The provincial vet lab continues to test high mortalities in turkeys and eggs as part of AI surveillance. Early detection of AI should help minimize the spread of AI.



## Sustainable Poultry Farming Group (SPFG) 2020 Annual Report for Associations

The Sustainable Poultry Farming Group (SPFG) is an industry-led organization that has representation from BC’s four supply managed poultry sectors – hatching eggs, broilers, turkeys and table eggs. SPFG is a committee under the BC Poultry Association (BCPA). SPFG provides the coordination and the voice for the supply managed poultry sectors to promote sustainable and environmental farming practices and the implementation of innovative management technologies. SPFG is poultry farmers and industry working together to proactively address issues that affect BC’s poultry sector. The SPFG’s focus is the long-term sustainability of the BC poultry sector.

Current directors are:

Stan Thiessen, Chair	Turkey and BCPA
Angela Groothof	Hatching egg
Brian Whitta	Chicken
Hester Mulder	Eggs

SPFG held two virtual Zoom director meetings in 2020 and reviewed six applications for funding or letters of support. The current projects are listed below. Total approved funding for the year was \$19,775.

### **2020-01 - Feasibility study on a poultry-specific anaerobic digester**

Under CleanBC the province’s target is to reach 15% Renewable Natural Gas (RNG) utilization in pipelines by 2030. One way that agriculture can help to meet this target is by constructing new anaerobic digesters (ADs) to produce RNG. Due to the amount of nitrogen in poultry litter, it has only been used as a supplementary feedstock as opposed to a primary feedstock because of the formation of large quantities of ammonia. The large quantities of ammonia will kill the beneficial microbes in the digester and any hope of producing RNG. In the last couple of years, there have been technological advancements that treat the poultry litter in a manner to solve the ammonia formation concerns. The project would hire a contractor to perform a feasibility study on a poultry-specific AD.

- A letter of support and \$3,000 funding was approved. The project was later put on hold due to Covid budget impacts.

#### **2020-02 - *The BC Ag Industry Symbiosis Centre***

A project that at the EcoDairy that would include dairy/poultry/hog manure co-digestion and UBC doing genomics analysis. In addition, they have secured an option on land to build a new digester and fertilizer plant. The focus will be on processing poultry farm residuals; about 100 tonnes of poultry manure per day.

- A letter of support was provided

#### **2020-03 - *Managing extreme heat report***

The heat management technologies currently used by Fraser Valley producers may not meet future cooling requirements of extreme heat events because of climate change. As heat events become more extreme and more common, this may necessitate changes to flock management strategies and adoption of new technologies. Lessons can be learned from poultry-producing areas that are already warmer than the Fraser Valley. Georgia, Ontario and the UK were the regions that frequently arose in the jurisdictional scan. The literature review and jurisdictional scan of technologies and management practices found that some Fraser Valley producers are already using effective cooling methods.

- Directors reviewed the report and provided suggestions for future follow-up action.

#### **2020-04 - *Manure Dryer at Seabreeze Farm***

There have been and continue to be efforts towards solving the nutrient surplus issue in BC. Some of these efforts have resulted in livestock farmer's acquiring land outside of nutrient-rich areas, such as the Fraser Valley. While this approach presents a solution, the cost to transport manure can be high. Furthermore, this cost is anticipated to rise as farmers have to look further and further away to find land able to accept their manure.

Seabreeze Farm applied for funding from IAF for a belt dryer. The dryer, from Dorset Green Machine in the Netherlands, is widely used in Europe to dry all types of manure, including dairy, hog and poultry. It is proven technology in Europe. However, it doesn't exist in BC, or even Canada.

Belt dryers enable farmers to dry manure. This drying process sterilizes manure, makes handling and storage easier and less costly, and reduces the weight of manure; significantly reducing the cost to transport outside of nutrient-rich areas. If a belt dryer can successfully be installed on a BC farm, this will provide a local example of the technology for BC's agricultural sector to learn about and will demonstrate how successful this technology can operate under local conditions, including input type and regulatory requirements, local climate, transportation and natural gas costs.

- A letter of support was provided

**2020-05 - Possible AAFC study - potentially pathogenic microorganisms being transported from livestock operations to neighbouring food crops**

In the Fraser Valley, there are many poultry premises operating near berry fields. The risk of potentially pathogenic microorganisms being transported from livestock operations to neighbouring food crops is not well characterized. There is concern that dust from livestock operations could cause food safety concerns on neighboring crops. This proposed work will build on previous work done by the SPFG that examined the potential of vegetative buffers to control dust. At the time of the previous work, sampling technology was in its infancy and measurements focused on particulate matter. Advances in these areas may make this a topic that warrants revisiting.

The project would expand on previous work by examining the microbial component of dust and the interaction with different size particles. The proposed project would focus on assessing the risk of pathogen transport from poultry operations to neighboring food crops, while reassessing traditional best management practises (BMPs) for dust control to prevent the spread of potentially pathogenic microbes to neighboring environments. The project would examine the microbes emitted from poultry barn ventilation systems as well as on blueberry plants (both adjacent to and at a distance from poultry barns) and to evaluate the effectiveness of different buffers to prevent the transfer of dust from poultry barns to nearby blueberry crops.

- The project was put on hold, but SPFG expressed an interest in being part of a project if it goes forward.

**2020-06 - Blackhead Epidemiological Data Collection and Comparison**

Histomoniasis (blackhead) is a serious and ultimately fatal protozoal disease of turkeys, chickens, peafowl and gamebirds. The transmission cycle of *Histomonas meleagridis* is complicated by the prolonged environmental stability enabled by physically protective vectors such as the cecal worm (*Heterakis* sp) egg and common earthworms. Earthworms are mobile, can move significant distances and are attractive to gallinaceous birds, making birds raised on range especially susceptible to infection. There is currently no approved treatment for blackhead therefore there is strong reliance on prevention through biosecurity, confined rearing and litter management.

The BC turkey industry is currently experiencing an unprecedented multi-farm outbreak of blackhead that has serious economic consequences for the growers, the processors and the hatchery. The entire production stream, including retailers, has been negatively impacted as on-farm mortality has risen to significant levels. Farm gate losses so far in 2020 exceed \$500,000 and there has been significant disruption to the supply chain and the Province's food security. Producers are worried and discouraged by the lack of a readily available treatment or effective intervention.

The goal of this multi-faceted collaborative study is to gain a better understanding of the epidemiology of the current blackhead outbreak, identify on-farm reservoirs and risk factors, and to formulate an effective treatment and disease prevention strategy.

- Funding was approved. This is a \$50,000 project with SPFG and the BC Turkey Marketing Board each providing \$12,500. An application to the Canadian Agriculture Partnership (CAP) for matching \$25,000 has been made.

### ***Other on-going projects***

#### ***2018-05 - The fermentation of spent hen hydrolysate (from thermal hydrolysis) to produce pathogen free microbiological rich plant nutrient solutions***

This is a \$89,000 project. SPFG provided \$5,000. Other funding was provided by the Canadian Poultry Research Council, Egg Farmers of Alberta, and Biosphere Technologies. Alberta Agriculture and Forestry are the lead researchers and are providing in-kind funding with researchers, labs, greenhouses, and equipment. The project is underway and progress reports are available if anyone would like to see them.

#### **Initial Results**

The project received 1,000 kg of spent hen hydrolysate. Approximately, 25 liters was separated into three main constituents: 1. the Top Layer, fats; 2. the Middle Layer (assumed to be mostly amino acids and protein); 3. the Bottom Layer, i.e. solids, assumed to be mostly minerals. These layers had a particle size analysis where the bottom layer was noted (as expected) to have bigger particles. The project tried spray drying raw (unseparated) spent hen hydrolysate, the middle and the bottom fraction; the middle fraction sprayed dried quite easily.

A greater than expected fat content caused the project to suspect the 20 liter sample used was un-representational (due to sampling technique). To ensure a good sample, the project will mix 600 kg of hydrolysate in the bioreactor and sample prior to inoculating. Later the project will again try spray drying raw hydrolysate and the middle fraction. Although spray drying is out of scope – the project would like to give samples for other parties to explore value added options for spent hydrolysate.

#### **Background**

The project will use aerobic digestion of spent hen hydrolysate (from thermal hydrolysis) to produce microbiologically-rich field and greenhouse plant nutrient solutions.

Thermal hydrolysis is a Canadian technology developed to process risk animal by-products and carcasses, and is designed to destroy all pathogens, diseases, viruses and TSE's, (transmissible spongiform encephalopathy) including bovine spongiform encephalopathy aka mad cow disease.

The easily scalable technology is approved by the OIE (World Organization for Animal Health) and is certified by CFIA (Canadian Food Inspection Agency). A commercial biorefining plant in Lethbridge, AB, processes 30 tonnes per day of primarily bovine material, and the technology holder, Biosphere Technologies, has a mobile pilot unit which processes half tonne batches. The process involves grinding the feedstock (the project would utilize spent hens) then processing for 40 minutes at 180° C and 1,200 kPa in a high pressure reactor thereby destroying all pathogenic agents but retaining the valuable nutrients.

The end result is a liquefied hydrolysate version of the starting feedstock [where fats, muscle, connective tissue and bones are broken down into complex calcium rich solutions of proteins, carbohydrates and lipids]. To create organic fertilizers for hydroponic growers, these complex solutions must first be aerobically (microbially) digested in order for plants to use them as a nutrient source. The project will utilize the aerobic digestion process developed by Alberta Agriculture and Forestry that was funded in part by SPFG funds.

The complex nature of the hydrosylate solutions requires modifications of the existing aerobic digestion process. The project will demonstrate greenhouse techniques to utilize the resulting nutrient solutions to grow plants with and without water recycling. The project will also pursue organic certification of the nutrient solutions.

#### **2016-06 - BCAC's Public Trust Initiative**

Becky Parker manages the project. Despite Covid restrictions, Becky continued to be active in 2020 by holding a number of virtual events. This project is funded by a special levy on BCAC member associations. The total budget is around \$150,000 and individual sector fees are based on farmgate sales. Poultry provides about \$16,000 through SPFG funds. Due to Covid economic impacts on agricultural associations, fees were not charged for the final three quarters of 2020.

Key activities for 2020 were:

- A new page was added to BCAC website to share and showcase resources for producers
- Free CHAT Communications Workshops were provided to member associations via Zoom.
- Collaboration with Farm and Food Care resulted in 3 profiles of BC farmers featured in the new version of the Real Dirt on Farming.
- Active in working with the Canadian Federation of Agriculture to create new farmer profiles -
- We heart local BC (social media/website)
  - We Heart Local BC content (recipes, farmer profiles, etc) was shared on Eat Drink Buy BC social media.
  - BCAC partnered with BCCMB to offer a giveaway on We Heart Local BC for National Chicken Month. There were 329 likes on the post and 117 entries.

- Over 60 new recipes added to website; over 20 new farmer profiles added (including 6 BC Egg farmers)
- BCAC partnered with member associations to offer virtual farm tours to health professionals.
- Public Trust Outcomes Document - Prepared report outlining performance on key program goals in the 2017-2019 pilot period. Report was sent to BCAC members for feedback.
- Educators Agriculture Tour (EAT) – a two-day farm tour for BC educators
- CHAT training – on-going training for producers and associations
- Pacific National Exhibition - Collaborated with Ministry of Agriculture to contribute to the content of the “Journey of B.C.” food exhibit
- We Heart Local BC - Ran a successful summer Instagram campaign reaching over 52,000 people online and resulting in a 6% increase in Instagram followers and 220 giveaway entries.
- Education and Career fairs across lower mainland, Okanagan and Vancouver Island (with over 10,000 attendees)