

BC AGRICULTURE COUNCIL PUBLIC TRUST INITIATIVE: KEY ACTIVITIES (May – November 2018)

Prepared by: Becky Parker – Manager, Community Trust 604-854-4454 bparker@bcac.ca

Activity	Description	Metrics
Research on Consumer Perceptions	BCAC commissioned research through Insights West to test the opinions of BC residents on important agri-food topics.	841 BC residents 18 years and older as part of the <i>Omnibus Insights</i> (shared) survey.
Public Trust Hub meeting	Participants learned about ProAction, and the Certified Sustainable Beef programs, including practical advice for establishing commodity specific verification systems. A second panel highlighted retailers' perspectives (White Spot and Save-On Foods)	<ul style="list-style-type: none"> • 30 participants • 70% of post event survey respondents found the panel presentations very/extremely valuable • 100% learned new tactics which can be applied by their industry or organization to build public trust.
How to Host a Farm Tour webinars	BCAC offered two webinars focused on how to host farm tours. Webinars were facilitated by Clinton Monchuk, Executive Director of Farm and Food Care Saskatchewan.	<ul style="list-style-type: none"> • 31 viewers to date *links to webinars were shared in Member Update and are available upon request
Farm Tour	We Heart Local BC hosted a farm tour for food influencers (chefs, nutritionists and dietitians). The bus tour of the north Okanagan included a visit to Okanagan Riverbend Poultry (Organic Egg Farm), Madalea Growers (Blueberry Farm) and Serene Lea Farms (Dairy Farm).	Pre and post tour surveys showed significant increase in public trust. Agreement that farmers in BC: <ul style="list-style-type: none"> • produce safe, quality food increased from 70% to 100% • are environmentally conscious increased from 10% to 78% • care about the animals they raise increased from 70% to 100% • are transparent about how they grow or raise their products increased 10% to 100% *Agreement indicates 'strongly agree' on scale (5/5)
We Heart Local BC	Regular posts on social media channels highlighting BC products. New website to be launched in November 2018.	Over 43,000 followers across Facebook, Twitter and Instagram

Upcoming activities prior to end of 2018:

- Speak Up training: November 21 in Kamloops; November 22 in Kelowna
- Attendance at 5 Education and Career fairs across lower mainland and Vancouver Island (with over 10,000 attendees)
- Shared values survey; development of shared values statements and communication toolkits for producers and industry associations