



BC Sustainable Poultry Farming Group (SPFG)

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Project Updates for the April 26, 2018 SPFG Committee Meeting

The BCAC public trust project and workshop on Wetland Sediment testing as a Tool for AI Virus Surveillance are the two active projects.

2016-02 *One-day knowledge translation workshop in April 2017 on Wetland Sediment testing as a Tool for Avian Influenza Virus Surveillance* – the project has been delayed to later in 2018.

2016-06 *BCAC's Public Trust Initiative* - The public trust project continues to be busy despite the loss of their manager. They are in their second round of interviews for a new project manager. Danielle attended the CAMA's public trust conference and Danielle and the vice-chair attended the Northern Ag Gala in Smithers to be keynote speakers on why building public trust in agriculture is important. Other activities since the last meeting:

- Canadian Ag Day Social Media Campaign
- Develop and Conduct a Public Trust Assessment
- Create Visual Story Telling Content (videos and social media content)
- Influencer Farm Tour (chefs)
- Present at BC Northern Agriculture Gala and BC Sheep Federation Event
- Ads in Country Life in BC