

Economic Gardening  
Second Meeting of the Steering Committee  
To be held at the Penticton Chamber of Commerce  
April 19, 2011 at 9:00 a.m.

**AGENDA**

1. Welcome and Introductions
2. Review Project to date:
  - a. Tools and training
  - b. Business Assistance
  - c. Results of Pilot
3. Time line update
4. Needs/opportunities identified
  - a. Implementing market strategies
  - b. Internet Vending Machine:
    - i. Skills shortage LMP
    - ii. Neighbourhood profiles (Realtors)
    - iii. Promotion to Councils/funding sources

## **Executive Summary of Activities and Accomplishments of the Economic Gardening Project to March 31, 2011**

### **Staff training:**

Completed a 2 hour BA Canada Training with ESRI Canada.

Completed 8 hours of GIS training with GeoWize Consulting from Colorado via WebEx technology. Paid for a GIS-Business Analyst handbook created by GeoWize.

### **Purchase of Key EG Tools:**

Purchased ABI/Inform Research database, a leader in the business research industry. This database provides CF with access to over 2000 business journals and research in a variety of industries.

Purchased geodatabase of Postal Codes. This database allows us to create custom direct mail campaigns. For a local home support business we were able to map out where their ideal customer is located and then from there, provide the business with postal codes just for those areas. The business then conducted a mail campaign just in their target areas. The business owner advised us that the info she received from the EG program was far superior to any information she received from her head office and the post office.

Purchased BA online, the US version of Business Analyst for the year Sept 2011-Sept 2012. The BA online version is very beneficial for our clients who export to the US.

Purchased Dun & Bradstreet's Hoovers Database. This database contains a list of every business in Canada and the US. It included sales data, employee numbers, contact information, mailing information, industry information, plus much more information. This database has provided us with the ability to provide our clients with up to date information on markets, competitors and partners. The Business Analyst software also includes business data so we use the two databases to compare data and ensure we have the most comprehensive list we can create. Many of our clients use these data lists when conducting direct sales campaigns.

Purchased ArcView primary maintenance for the year Oct 2011 – Sept 2012. This maintenance allows us access to all updates of the software for free and includes unlimited support from the ESRI support team. The support team has been a huge benefit to our learning the Business Analyst software and helping to expedite requests within the organization. They were instrumental in helping us secure a component of the software not typically included with our type of license. We have logged over 40 requests to the support team and each one has been answered in a very timely fashion.

We received free of charge the Tapestry Segmentation data which categorizes consumers into various lifestyle behaviours. This segmentation data helps our clients to create marketing messages that match with their target markets.

### **Completion of Pilot Project:**

The pilot to assist the organic food/beverage producers with expansion opportunities has been completed. While a total of 8 producers participated in the pilot and received extensive market

research, another 7 received extensive market information at the Cawston community session on market trends in the organic food industry. From the pilot project we have begun the process of researching the market and financial viability of a food processing facility in Cawston. We have 4 farmers and a wholesaler interested in securing a commercial kitchen/processing plant. We also have interest from the Organic Farming Institute of BC (OFIBC) as they are looking for a location for their Institute. A discussion is to occur at the board meeting of the OFIBC on April 27. CF has proposed a “green, sustainable” facility to house a commercial kitchen for farmers to rent for processing and OFIBC to use for training.

#### **Location of New Market**

Hops Farms – Washington

Greater Vancouver Restaurants – Wine buyers (Boston Pizza National)

US/BC Bed and Breakfast / Inns

Sysco distribution / BC market

Primary & LRS (Liquor) licensees - BC

Lower Mainland Farmer’s Markets

Central Okanagan Demographics

Hong Kong Wine Distributors

Alberta Organic Food Distributors

WA & CA Organic Food Distributors

Nelson Demographics

Lower Mainland Organic Food Distributors & Manufacturers

Kootenay Demographics

Specialized athlete demographics

Parent Advisory Groups in BC

Healthcare Professionals in South Okanagan

Specialty Tea Retailers

#### **Industry**

Forestry

Agriculture/wine

Software

Candy

Manufacture

Agriculture/wine

Agriculture

Agriculture

Wine

Agriculture

Agriculture

Agriculture

Agriculture

Home Support

Real Estate

Agriculture

Professional

Services

Food/Beverage

1	Organic Producer - GC	Dec2010	Started Market Research Services
2	Organic Producer - DF	Dec2010	Started Market Research Services
3	Organic Producer- KK	Dec2010	Started Market Research Services Started Project Funding
4	Organic Producer-SG	Dec2010	Assistance/MRS
5	Organic Producer-PF	Dec2010	Started Market Research Services 25 market contacts, issue of small diameter timber supply raised to
6	Post & Rail	Jan 2011	Forintek, steering committee Wants to buy more locally, wants to
7	Electrical Contractor	Jan 2011	buy competitors (other markets) Provided prospecting list (2500 target clients) Connected to local partners for
8	Software Development	Feb 2011	development project

9	Organic Winery	Feb 2011	Connected to targeted restaurants, Boston Pizza Interested nationwide, private liquor store retailers & primary licences
10	Candy Producer	Feb 2011	Connected to Sysco buyer, Delta Hotels, USA food distributors in hotels & contact list of mid-upper range b & b's in PNW. Provided cost estimates for start-up, comparable industry analysis, industry best practices, connected to Fortis for green heat assessment, identified profit potential of expansion – identified financing plan.
11	Organic Producer	March 2011	
12	Organic Producer-FR	Mar 2011	Started full market research services List of PAC groups and list of farmer's markets in the Lower Mainland.
13	Organic Producer-DF	Mar 2011	Analyzed market profile across South Okanagan and Kootenay regions. Imported postal code lists for BC into system and mapped out target market areas according to postal codes. Company was conducting large mail and used postal codes linked to demographic profile for an effective campaign.
14	Home Support Business	Mar 2011	Lists of health care services in the South Okanagan so company can focus it's efforts on direct selling to ideal target market.
15	Professional services business	Mar 2011	Searched online for pro-hockey player demographics, economic status, backgrounds and social situation for real estate company to segment a population ideal for prime real estate.
16	Real Estate business	Mar 2011	Currently discussing possibility of setting up a processing plant in Cawston. Researching market potential and financial viability.
17	Organic wholesaler	Mar 2011	
18	Cattleman's Association	Jan 2011	Info provided on organic beef industry

**List any community events you hosted in carrying out the activities of this project in the following table:**

	<b>Event Name</b>	<b>Location</b>	<b>Date</b>	<b>Brief Description</b>
1	Project Launch	Summerland	October	Presentations by Community

			13, 2010	Futures, Stockwell Day, and the Summerland Chamber of Commerce
				Held three roundtable discussions on economic gardening and the organic farm business pilot. Asked for interested participants and made list for survey.
2	Information Sessions	Penticton	Nov 17	
	Business event project	Oliver	Nov 19	
3	promotion	Cawston	Nov 18	Provided information – call for participation
				Provided information – call for participation
4	Business after business – speech	Keremeos	Feb 17	
				Provided information – call for participation
5	Summerland Outlook Conference	Oliver	Feb 24	
				Provided information – call for participation
6	Summerland Chamber Luncheon	Summerland	Mar 15	
				Provided information
7	Trends in the Organic Food Industry	Summerland	Mar 3	
				Reviewed market trends
		Cawston	Mar 22	
8	Real Estate Board			
		Penticton	Mar 18	Provided info on tools

