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#### RESOURCES

- BCCDC checklist for abattoir plan approval – item 3
- List of provincially licensed abattoirs – item 10
- Requirements for abattoir safety management systems - item 8
- BC's Meat Inspection Regulation
- Cattle and beef info
- Livestock Waste Tissue Initiative
- Canada-BC SRM Program

#### NEWS FLASHES

- 2010 Winter Games business opportunities

#### UPCOMING EVENTS

- BC Rural Communities Sustainability Forum, Mar 24-26, Revelstoke
- Cariboo Central Interior Poultry Producers AGM, Mar 28, Quesnel
- 2009 Land Summit, May 20-22, Whistler
- BC Cattlemen's AGM, May 21-23, Kamloops

## Volume 2, Issue 9: Mar 2009

Welcome to BCFPA's **BC Meating News**, providing information towards increasing livestock harvest and sales of high-quality, safe, BC-produced-and-processed meat products. This is a monthly publication of the Meat Industry Enhancement Strategy (MIES).

### Meat processors forum a success!

BC meat processors held their first ever Forum at the South Thompson Inn near Kamloops March 5-6. Sessions on niche marketing, building a workforce, meat hygiene, food safety, specialty products, branding BC meats, waste management, and marketing opportunities for the 2010 Olympics generated useful discussion. Participants appreciated opportunities to meet and network with their peers from around the province and discover shared issues, questions, problems and solutions. Overall impressions from the evaluation survey were favorable; the results and suggestions will be used to plan an even better forum next year.

### Highlights from the forum

#### Putting Your Product on the Plate-Niche Marketing

Mara Jernigan from Fairview Farm, Ingrid Jarrett from Boutique Resorts and Ron Keely from Kam Lakeview Meats shared their insights, including:

- Seek chefs, not cooks, to market niche meats
- Identify local, unique and special meats
- Market unique i.e. breed, regionality (identity) and production (rearing) methods
- Create local partnerships with other producers, organizations (e.g., Tourism, Eat BC) to ensure year-round supply and capture markets
- Niche products must have "story" and credibility
- Successful niche marketing requires good working relationships between producer, processor and consumer or chef, and regular contact: email, websites (cheap advertising)!
- Make it as easy for chefs as Sysco does!
- Fresh frozen products are okay with chefs in Canada, not New York
- Know fair price for your product

#### Specialty Products, Specialty Markets

Ken Falk from Fraser Valley Duck & Goose spoke on his experience as a producer and processor pre and post Avian Influenza, in a changing marketplace:

- Work with chefs
- Know your product and "culture" of your market
- Know your pricing
- Develop markets slowly and steadily: don't over-produce!
- Keep re-working the "Master Plan"
- Know that Canadian product has more labeling restrictions than imported product

#### Branding BC Meats-Building The Value Chain

Here are just a few of the key points from the presentation by John Church from Thompson Rivers University, Jennifer Cunningham from Jay Springs Lamb, and Bill Meikle from Riverside Natural Meats:

- Working relationship with chefs is critical
- Beef has lost 40% of market share from 1996 relative to poultry
- Potential exists for branding our beef "The best beef on Earth" (link to BC logo)
- Huge marketing opportunities for grass fed beef
- Direct marketing works, but must have quality product, including quality meat processing

### Meat processors have a new voice!

One of the stated goals of the forum was to create a Meat Processors' Advisory Committee to help the BCFPA and MIES identify strategic priorities and put forward concerns, issues and policy advice to government from a "united front." On Friday afternoon, forum participants nominated two committees that will work in tandem to accomplish this goal. A few more processors may be added over time.

#### Class A & B licensed abattoir group:

##### *Red meat plants*

Mike Noullett, Kawano Farms, N interior  
 Richard Yntema, Valley Wide Meats, S interior  
 Jacques Campbell, Campbell Farm, Gulf Is  
 Bonnie Windsor, Johnston Packers, Fraser Valley  
 Musa Ismail, Pitt Meadows Meats, Fraser Valley

##### *Poultry plants*

Glen Beaton, Stonecroft Farms, Vanc Is  
 Lori Gillis, The Cluck Stops Here, Vanc Is

#### Pre-licensed group:

Steve Brunner, Farm Gate Meats, Barriere  
 Andy Balogh, Dandy Meats, Pritchard  
 Christine Piltz, poultry mobile, Quesnel

Extra work has started immediately on the two main concerns identified by forum participants:

- Need for affordable waste solutions
- Need for fair and effective enforcement of current regulations.

The new Committee will participate in the BCFPA's upcoming meetings with Cabinet Ministers regarding these and other issues.

### For further information

Visit our Web site at [www.bcfpa.ca/mies.html](http://www.bcfpa.ca/mies.html)

### Acknowledgement



Funding for key programs is provided by the Province of British Columbia.

## RESOURCES

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<http://www.bccdc.org/content.php?item=144>

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**Requirements for abattoir safety management systems – item 8**

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**BC's Meat Inspection Regulation**

[http://www.healthservices.gov.bc.ca/protect/meat\\_inspection.html](http://www.healthservices.gov.bc.ca/protect/meat_inspection.html)

**Cattle and beef info:**

**Beef InfoNet** <http://www.vido.org/beefinfonet/>

**CANFAX** <http://www.canfax.ca/>

**Livestock Waste Tissue Initiative**

[http://www.iafbc.ca/funding\\_available/programs/livestock/livestock.htm](http://www.iafbc.ca/funding_available/programs/livestock/livestock.htm)

**Canada-BC SRM Management Program**

[http://www.al.gov.bc.ca/resmgmt/SRM\\_Program/index.htm](http://www.al.gov.bc.ca/resmgmt/SRM_Program/index.htm)

## NEWS FLASHES

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<http://www.2010commercecentre.gov.bc.ca/>

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**BC Rural Communities Sustainability Forum, Mar 24-26, Revelstoke**

<http://www.bcruralnetwork.ca/>

**Cariboo Central Interior Poultry Producers Asn AGM, Mar 28, Quesnel**

[rocked@telus.net](mailto:rocked@telus.net)

**2009 Land Summit, May 20-22, Whistler**

[www.bclandsummit.com](http://www.bclandsummit.com)

**BC Cattlemen's Association AGM, May 21-23, Kamloops**

<http://bccaaqm.com>