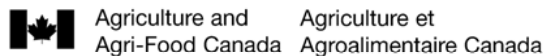


Regional Agroforestry Workshops 2003

Summary

Five regional agroforestry workshops were held in communities across British Columbia in November of 2003. The purpose of the workshops was to promote agroforestry awareness and increase activity amongst producers. The workshops provided agroforestry-related information (production and marketing), described funding opportunities available to organizations and producers through the Agroforestry Industry Development Initiative, and collected information about regional gaps and needs. A workshop report was produced. This document is composed of various sections of that report.

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Administration for the Agroforestry Industry Development Initiative





Regional Agroforestry Workshops

Agroforestry Initiative Info Sessions in
Oyster River, Vernon, Cranbrook, Abbotsford, and Prince George

February 2004



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1

Introduction

In 2003, the Agroforestry Industry Development Initiative was funded by the BC Investment Agriculture Foundation (IAF) through the Agri-food Futures Fund (AFFF). The AFFF is a joint federal and provincial initiative within the Canada – British Columbia Framework Agreement on Agricultural Risk Management. It is a cost-sharing trust fund whose goals are the development and sustainability of the agri-food industry in BC. The focus of the Industry Strategic Plan is to promote and increase Agroforestry activities in BC. A provincial Agroforestry Management Committee (AMC) was formed to steer this process and the Federation of BC Woodlot Associations (FBCWA) was contracted to administer the funds on behalf of the Committee.

The first project within this Plan was to deliver a series of regional workshops to raise awareness of Agroforestry, outline the opportunity to apply for program funding, and to identify potential industry partners who could assist or participate in plan implementation.





Econ Consulting was contracted at the end of September to organize and deliver the regional workshop series. Planning began in October for a delivery schedule in November. The workshops were delivered according to the following schedule:

Oyster River (Vanc. Island)	Nov 05, 2003
Vernon	Nov 18, 2003
Cranbrook	Nov 20, 2003
Abbotsford	Nov 25, 2003
Prince George	Nov 27, 2003

Len Apedaile RPF and Sibylle Walkemeyer P.Ag from Econ Consulting facilitated the workshop delivery. All workshops were organized in a similar manner (see example following page).

The morning sessions included presentations by Ministry of Agriculture Food and Fisheries staff (Richard Hallman P.Ag, Lisa Zabek P.Ag, and Ted Moore P.Ag) who provided an introduction to Agroforestry with reference to regional practices and opportunities. The Agroforestry Strategic Plan and funding program was presented, and, following feedback from the Oyster River workshop, time was spent on explaining and demonstrating how to apply for the Agroforestry Initiative funding program with an example funding application.

The morning sessions were supplemented by presentations from regional speakers who were invited to provide examples and speak about their operations, experience, and challenges with agroforestry practices and product marketing. These presentations are summarized in the following sections of this report.

   	
Regional Agroforestry Workshop - Cranbrook	
Workshop Title: Agroforestry Opportunities – want to diversify your income?	
8:30 – 9:00 am	Late Registration
9:00 – 9:05	Welcome – Opening Remarks – facilitator
9:05 – 10:20	Introduction to Agroforestry, Regional Examples, <i>Ted Moore</i>
10:20 – 10:30 am	Break
10:30 – 11:00	Christmas Trees and Foliage, <i>Charlie Wills</i>
11:00 – 11:45	Agri-Food Futures Fund Program, Overview, Strategic Plan & Funding Opportunities, <i>Lisa Zabek</i>
11:45 – 12:00	Question Period
12:00 – 1:00 pm	Lunch
1:00 – 1:30	Direct Marketing, <i>Don Low</i>
1:30 – 3:05	Breakout Sessions - opportunity for participants to network and provide feedback to the Agroforestry Management Committee (AMC). <small>6-8 people will form a group. Each group will discuss and work on 3 sets of questions</small>
1:30 – 1:35	Set up of group sessions (5min)
1:35 – 1:55	Session 1: what's out there (20 min) <ul style="list-style-type: none"> • what regional agroforestry practices & opportunities exist • where are they and which could be potential demonstration sites
1:55 – 2:15	Session 2: networking & marketing (20 min) <ul style="list-style-type: none"> • who are the regional players: (organizations, producers, potential partners) • what and where are the markets for agroforestry products
2:15 – 2:35	Session 3: gaps (20 min) <ul style="list-style-type: none"> • what regional information and extension needs exist • what are the marketing challenges and needs for agroforestry products on Vancouver Island
2:35 – 3:05	Presentation of session results (3x10min)
3:05 – 3:30	Discussion, Conclusion and Wrap up

The afternoon sessions began with a presentation on direct marketing. Afterwards, participants were organized into 2-3 working groups for breakout sessions designed to respond to a series of workshop questions.

Group input from the breakout sessions was collected on flipchart paper and was summarized in the following sections of this report.

Breaks for coffee and lunch provided an opportunity for workshop participants to network.

A total of 119 persons participated in the workshops including registrants, speakers, press, AMC members, and facilitators. Participation was less (about 50%) than what was expected. This may have been related to lead time factors (≤ 1 month notification) and marketing effectiveness to the broader non-networked landowner audience. The morning sessions were fully attended but several participants left the workshops at lunch and did not attend the afternoon sessions.

The breakdown of participants by affiliation was as follows:

Participation breakdown

Landowner / producer	22
Woodlot Licensee	13
First Nations	7
Association / organization	15
Consultants	7
University	2
Government (MAFF, MoF)	10
No affiliation declared	21

2

Workshop Summaries

In the following sections, the individual presentations and results of the afternoon sessions are summarized for each workshop.

A discussion of the results and overall summary is presented in Section 3.

2.1 Oyster River Workshop

Presentations

Following Richard Hallman's introductory presentation on agroforestry, a discussion ensued and several questions were asked about local and potential agroforestry products. These included questions about floral greens, cedar boughs (from prunings) and willow as a commodity crop, product for basketry and pulp. Interest was also expressed in ectomycorrhizal products such as king boletus and associated tree species such as sweet chestnut.

Gary Backland a woodlot owner and producer from Ladysmith presented information regarding the production of maple syrup and sap from bigleaf maple. Gary shared his technical knowledge about tapping trees, collecting and handling the sap, and processing. He also provided insights into direct marketing, and his interest in promoting maple sap as a separate maple product. Gary also described his experience harvesting and marketing giant sequoia boughs for the floral greenery market. He

indicated that production of this product looked very promising due to a strong demand, good prices, the high rate of growth of giant sequoia and good weight to volume ratio of the fronds.

Harold Macy followed with a short presentation on the initiative to promote maple sap and syrup production on Vancouver Island. He described the new commercial evaporator that has recently been acquired from Saskatchewan and will be installed at the UBC Research Farm. He outlined a series of upcoming workshops on maple syrup production including: Ladysmith on November 29, Oyster River on December 6, Port Alberni on December 13, and Ladysmith on February 21 & 22. Harold also offered copies of the book 'Backyard Sugarin' for sale.

Lisa Zabek's presentation provided a summary of the Agroforestry Initiative fund and agroforestry strategic plan, the results of the agroforestry survey, and an overview of the funding criteria and application process. One point that arose from the summary and ensuing discussion was that in terms of the potential uptake and success of agroforestry, a common self-limiting factor is that the producers who would try agroforestry are not necessarily entrepreneurs. A combination of agroforestry system development and product development and marketing is necessary for success.

After lunch, Jill Hatfield P.Ag. (MAFF) made a presentation on marketing specialty products with

reference to experience with several specialty products and producers in the Comox Valley with special reference to blueberries and wasabi. She provided a description of several direct marketing approaches used in the valley including roadside stands, farm boxes, market gardens, u-pick, farmers markets, boy scouts, local service clubs, school groups, fundraisers, and developing relationships with local specialty buyers (such as Thrifty's who has a buyer traveling the Island). She recommended Mark Robbin's book, "A Guide to Starting a New Farm Enterprise" as a source of practical 'how to' information and lots of resources to help look at profitability. Other information resources include MAFF's InfoBasket, talking to producers at Farmers markets, and 'Planning for Profit Sheets' Some of the take home messages from Jill's presentation included:

- Sell before you sow, match your volume to your market
- Know your customer and their needs, establish a personal relationship to create return customers
- Buyers want quality and consistency
- For specialty crops focus on quality and produce a high end product
- Extending the growing season is important on the coast and many producers use greenhouses

The last presentation of the day was from Bram Luceer, an award winning Oyster River maple wine producer. Bram introduced his innovative product and described his product research, development and marketing challenges including the 4500 liter threshold required for a cottage winery license and associated rules and regulations that have so far

limited his ability as a small producer to formally sell his product. He demonstrated the potential value of his product describing how 1 litre of sap makes 1 litre of wine, which has been fetching in excess of \$30/litre at local charity auctions. Bram capped off his presentation with a wine tasting for the workshop participants, which was very well received.

Break out Sessions

The workshop participants were organized into two breakout groups and were given 15-20 minutes to answer each set of questions. A recorder was appointed in each group and the responses collected on flip chart paper. The workshop facilitators and MAFF presenters assisted the groups with the process. At the end each group presented their findings, which are categorized and summarized on the following pages:

Q1. What's out there?

a) What regional agroforestry practices & opportunities exist?

Forestry & crops/livestock

- Intensive grazing and forestry
- Wasabi and forestry (shade/timber system for rich wet sites)

Forest products

- Maple syrup, wine
- Oregon grape
- Mushrooms
- Wild berries
- Greenery: holly, cedar, fern, Oregon grape, Christmas trees, boughs
- Florals, boughs, ferns
- Firewood
- Nuts / wood fibre
- Symbiotic fungi species
- Medicinals, Cascara laxatives

Riparian management

- Stream bank stabilization
- Willow, curly and pussy, intercropping
- Enhancement of wild species, coppicing, fruit/seed trees, veg top growth

b) Where are they and which could be potential demonstration sites?

- Note: identities of individuals, associations, and groups identified in the workshop withheld due to privacy – if interested in establishment of demonstration sites or local agroforestry resources please contact the Agroforestry Management Committee at cawheatley@telus.net or the Ministry of Agriculture, Food and Fisheries Agroforestry Specialist David.Trotter@gems2.gov.bc.ca

Q2. Networking & Marketing

a) Who are the regional players (organizations, producers, and potential partners)?

- Island Farmers Alliance
- Farmers Institute
- Woodlot Associations
- Island Organic Producer Association
- Private Forestland Owners Association
- Economic Development Commission
- Cowichan Land Trust
- Cowichan Valley Naturalists
- District of North Cowichan
- Individual producers
- Island Christmas Tree Association
- Watershed groups, bonsai
- ECOTrust
- Ducks Unlimited
- BC Hydro
- COABC
- BC Lower Mainland Horticultural Improvement Association (BCLMHIA), BC Landscape and Nursery Association (BCLNA) – species and disease
- DFMA
- DFP
- BC Real Estate Foundation

b) What and where are the markets for agroforestry products?

Local markets

- Local markets
- Nursery, landscaping
- Farm Gate – for niche marketing
- Events – Woodland gardens, senior tours
- Small retail chains
- Farmers markets
- Florist Direct
- Agritourism

Regional markets

- Major retailers – Thrifty Foods
- Corporate gifts
- Craft markets
- Christmas fairs
- DFMA and all members, wineries, etc
- Health Food stores
- Food co-ops

International markets

- Floral buyers
- Mushroom buyers
- Medicinal buyers
- Wholesalers -Western Evergreen
- Mail order, e-mail order
- Internet malls
- Agroforestry Association
- Catalogs

Q3. Gaps

a) What regional information & extension needs exist ?

Production information

- Production oriented workshops

Marketing

- Information on costs, returns, market opportunities, connections between producers, buyers and consumers

Extension & demonstration

- Regulation interpretation, esp. health and food inspection regulation
- Production standards and knowledge
- Farsha - safety and health Extension services, knowledge transfer (broker)

Network & communication

- Networking with entrepreneurs, producers, markets, brokers, end users
- Networking with tourist industry, e.g. Bed and Breakfast
- Networking with Chamber of Commerce
- Networking with Economic Development Office
- Networking with United Flower Co-op
- More communication on existing information e.g. Info Basket

b) What are the marketing challenges and needs for agroforestry products in your area?

Marketing & networking

- Connection with brokers
- Market stability
- Information distribution
- Communication challenges, links needed, networks (similar to Master Woodland Manager)

Transportation

- Transport & delivery to markets

Production costs & regulation

- Scale and economics
- Supply continuity, seasonal and scale (Vol.)
- Time and cost planning and analysis
- Insurance
- Health regulation
- Red tape limitations

2.2 Vernon Workshop

Presentations

Richard Hallman started out the session with an overview of agroforestry systems and regional applications. Ted Moore supplemented Richard's introduction with a presentation on silvopasture systems and management. He recognized that a major gap in the promotion of agroforestry practices is the lack of hard numbers and good information on the economics. Ted demonstrated a spreadsheet tool developed for economic analysis of silvopastoral agroforestry systems including the results of some recent research that demonstrated clear income and revenue benefits over the medium and long term from mixed forestry and low intensity pastoral systems.

In his presentation 'A Different Approach to Land Management' Lee Hesketh talked about his family ranch operation where they manage timber and cattle. In recent years, they emphasized on pasture establishment within the forest, river restoration and on putting more effort into retrieving more value from the forest, e.g. bucking for value, log marketing and exploring market for other wood products such as lumber, sawdust or firewood.

Lisa Zabek's and Ted Moore's presentation provided a summary of the Agroforestry Initiative fund and agroforestry strategic plan, the results of the agroforestry survey, and an overview of the funding criteria and application process.

Diversification, preserving the ranching/farming lifestyle and marketing was the essence of Jennifer Cunningham's presentation 'Woodlot and Sheep –

A Direct Marketing Experience'. She talked about their family strategy and experience in diversifying and intensifying their farm-woodlot operation. Her enthusiasm and success in direct marketing their sheep to Vancouver markets encouraged the participants in pursuing new avenues on their own. It also gave a realistic picture of the pros and cons of finding the right markets for your products and ideas.

Workshop participants took active and enthusiastic part of the whole workshop. Questions to all presenters were asked. Highly valued were Jennifer's and Lee's hands-on expertise.

Break out Sessions

The workshop participants were organized into two breakout groups and were given 15-20 minutes to answer each set of questions. A recorder was appointed in each group and the responses collected on flip chart paper. The workshop facilitators and MAFF presenters assisted the groups with the process. At the end each group presented their findings which are categorized and summarized and as follows:

Q1. What's out there

a) What regional agroforestry practices & opportunities exist?

Wood by-product

- Wood products and valued added forest by-products
e.g. composting materials, sawdust, deciduous branches.
- Producing bedding material / bark mulch
e.g. bedding material for livestock is not readily available anymore
- Cedar oils

Forest and crops/livestock

- Forest and herbs
e.g. organic ginseng under forest canopy
- Forest and livestock
e.g. manure, mullein oil and seed
- Cattle grazing
- Intensive grazing of sheep and forest management

Christmas trees

- Christmas trees (Shushwap-Scott Creek)
- Cedar boughs, Wreaths for local sales
- Christmas tree farming on Crown land, combined with logging but not yet managed as an agroforestry silvopature system

NTFP

- Oregon grape berries
- Falsebox, kinnikinnik
- Fiddlehead

- Mushroom production (forest and agricultural)

Riparian management

- Producing biomass for co-gen. plants
- Agricultural riparian zone management to provide stream shade and protection as well as grazing opportunities

b) Where are they and which could be potential demonstration sites?

- Note: identities of individuals, associations, and groups identified in the workshop withheld due to privacy – if interested in establishment of demonstration sites or local agroforestry resources please contact the Agroforestry Management Committee at cawheatley@telus.net or the Ministry of Agriculture, Food and Fisheries Agroforestry Specialist David.Trotter@gems2.gov.bc.ca

Q2. Networking & Marketing

a) Who are the regional players (organizations, producers, potential partners)?

Associations and user groups

- Local (Westwold) Cattlemens Association
- Christmas tree association (Thomson/Okanagan)
- Local Woodlot Association
- Farmers Market Association
- First Nations Agricultural Associations
- Herb Growers Association
- Local Water Stewardship groups (e.g. Salmon Restoration Group)
- Select Seed Co., Seed orchard
- Potential partnerships with wholesalers of medicinal plants, herbal remedies for horses, or Kelowna floral companies

Governmental organizations and utility firms

- Ministry of Agriculture, Ministry of Forests
- DFO
- Aquila and BC Hydro
- Natural Gas

b) What and where are the markets for agroforestry products?

Local markets

- Local farmers markets
- Produce stands
- Local direct sales
- Craft fairs, supply stores
- Agroforestry tourism (hunting, deer)

Regional markets

- Vancouver, Kelowna Farmer's Markets
- Floral shops (local and Vancouver)
- Pharmaceutical and cosmetic industry
- Nutricueticals e.g. oils, functional foods network
- Landscaping e.g. junipers, wild berries, wood, shavings

International markets

- Internet, virtual malls, websites
- E-Bay
- Wholesaler
- Mushrooms to Asian markets

Q3. Gaps

a) What regional information & extension needs exist ?

Product/Production information

- Information applicable to specific region e.g. research/info on site index, biogeoclimatic zones to determine 'What grows here'
- Hard fast data on what works and what does not
- Update agroforestry resource binder

Marketing

- Market research
- Product lists
- Buyers lists
- Producers lists
- Direct marketing courses, workshops
- Established distribution routes for products
- Current market trends (exist e.g. for exotic meats)

Extension & demonstration

- Extension personnel or professionals for spec. Industries
- More communication with MAFF
- Listed event calendars (related to spec. topic)
- Demonstration sites

Networking & communication

- More producer's co-operatives for e.g. joint marketing
- More communication between agencies

- Support network, fellow agroforesters

b) What are the marketing challenges and needs for agroforestry products in your area?

Marketing

- Forming a co-op to help market products
- Product recognition e.g. branding or certification
- Knowledge about customers
- What do we sell, in what form do we sell
- Public awareness, market education
- Marketing skills?? -Advertising (selling not only the producer's product but also experience)
- Local market is limiting
- Export rules
- Co-organization and organization of product marketing

Transportation

- Cost of transportation
- Distance to high population areas

Production & economics

- Volume / Quantities to achieve a critical mass
- Overproduction can kill a niche market product
- Economy of scale

2.3 Cranbrook Workshop

Presentations

Ted Moore started out the session with an overview of agroforestry systems and regional applications and with emphasis on silvopasture systems and management. He recognized that a major gap in the promotion of agroforestry practices is the lack of hard numbers and good information on the economics.

Lisa Zabek's presentation provided a summary of the Agroforestry Initiative fund and agroforestry strategic plan, the results of the agroforestry survey, and an overview of the funding criteria and application process.

In Cranbrook, Charlie Willis presented his operation in a slide show on 'Christmas Trees and Foliage'. He manages Douglas fir for Christmas trees and White Pine for boughs under BC Hydro lines and on vacant private properties. He also showed some examples of Christmas tree and livestock management as well as spruce and garlic management. Garlic produced as seed has a huge market potential. He also emphasized that by taking an Agroforestry approach, the income per ha can rise tremendously compared to a traditional 'single crop' approach.

Don Low, P.Ag. provided the group with a presentation on direct marketing 'Marketing – Pathway to Profits'. He stressed knowing about the nature of your specific market, niche market risks and marketing strategies such as knowing the customers and alternative selling options, knowing the competition, knowing where you can compete

(price, time, quality), securing a market before producing, knowing your costs and finding the right prices, value-added processing, advertising and packaging.

He also shared his own experience, marketing his cherries to international markets through a broker firm.

Break out Sessions

The workshop participants were organized into two breakout groups and were given 15-20 minutes to answer each set of questions. A recorder was appointed in each group and the responses collected on flip chart paper. The workshop facilitators and MAFF presenters assisted the groups with the process. At the end each group presented their findings which are categorized and summarized and as follows:

Q1. What's out there

a) What regional agroforestry practices & opportunities exist?

Christmas trees

- Christmas tree production, cones, boughs, wreaths, craft supply
- Ranching cattle and hay
- Combination of Christmas trees and livestock
- Christmas trees and forage, boughs, wreaths
- Native Christmas trees and silvopasture (10-20x more pasture development by good Christmas tree management)
 - wholesale
 - direct marketing
 - export potential (USA, Mexico, Portugal, Japan)

Forest & crops/livestock

- Alley Cropping, annual crops and hybrid poplar
- Silvopasture, saskatoons, walnuts, cattle management (Lower Kootenay Develop Corp)

Food products & NTFP

- Food products, berries, jams saskatoons and wild cherries and oregon grape
- Mushrooms, wild harvest and forest cultivated
- Seed production
- Willow, curly and pussy

- Chokecherry
- Oregon grape, huckleberry
- Juniper
- Beargrass
- Straw bales for house building

Landscaping, nursery

- Native plants nursery (KKTC, Ktunaxa Kinbasket Tribal Council)
- Landscaping, nursery stock and garlic

Riparian management

- Riparian Management (Lower Kootenay Development Corp. and Creston Valley Forest Corp.)

b) Where are they and which could be potential demonstration sites?

- Note: identities of individuals, associations, and groups identified in the workshop withheld due to privacy – if interested in establishment of demonstration sites or local agroforestry resources please contact the Agroforestry Management Committee at cawheatley@telus.net or the Ministry of Agriculture, Food and Fisheries Agroforestry Specialist David.Trotter@gems2.gov.bc.ca

Q2. Networking & Marketing

a) Who are the regional players (organizations, producers, potential partners)?

Associations and user groups

- Kootenay Christmas Tree Association
- Kootenay Livestock Association
- Woodlot Association
- Lower Kootenay Indian Band
- Creston Community Forest
- Cranbrook Community Forest
- Creston Valley Wildlife Association
- Exotic Producers Organization

Governmental organizations

- Ministry of Sustainable Resource Management

b) What and where are the markets for agroforestry products?

What are the markets

- Local farmers markets
- Local tourism, e.g. campsite on Lake Kooacanusa
- Co-op boughs or shared interest
- Connection to broker or wholesaler
- Connection with other producers

Where are the markets

- Christmas trees – USA, Mexico, Portugal, Western Canada, Japan
- Berries, huckleberries, blueberries – Idaho, Montana, Alberta, Vancouver, Creston, local farmers market
- Beef cattle – feedlots in Alberta
- Medicinal plants –
- Garlic –
- Community based internet

Q3. Gaps

a) What regional information & extension needs exist ?

Production & economics

- Product combination (what grows together)
- Specific micro site info
- Christmas tree manual with production and maintenance techniques to train new Christmas tree growers

Marketing

- Leads and lists and other contacts
- Buyers lists
- Producers lists
- Marketing assistance, how to do marketing, whom do we contact for help
- Creation of one internet site
- Market access & timing

Extension & demonstration

- Efficiency expert (economics expert)
- Help accessing product and project development funds
- Assistance with land taxation issues
- Access to Government one to one assistance ('live staff')

Networking & communication

- Coordinated websites with links
- No local food processor

b) What are the marketing challenges and needs for agroforestry products in your area?

Transportation

- Transport to major markets, high costs

Marketing

- How to do marketing

Production

- Production challenges with new products (trial & error)

2.4 Abbotsford Workshop

Presentations

Richard Hallman started out the session with an overview of agroforestry systems and regional applications. There were some questions about floral greenery products and ectomycorrhizal products and systems including truffles. One workshop participant, Sharmin Gamiet from Mycology Resources provided the group with information and experience with truffle culture and associated tree species (red oak and hazelnut) that can also be grown for timber and nut products. It was noted that truffle prices are currently high due to a poor year in Europe and that one single truffle recently fetched \$32,000. Sharmin mentioned that it takes about 6 years after planting/inoculation to start producing truffles and that soil conditions are important.

Detmar Schwichtenberg, a member of the Agroforestry Management Committee made a presentation entitled "Making Money and Environmental Benefits" which illustrated in real terms the economic and environmental benefits of several models of intensive agroforestry systems.

Detmar shared his practical experience producing and marketing cedar boughs from a cedar windbreak on the family farm showing how on 30 trees he could gross \$3000 / year. He noted that the cedar bough market in the eastern US and Canada is strong and has excellent potential for commercial producers. To further illustrate the potential of floral greenery products, he contrasted the Fraser Valley

with the country of Denmark, which produces all the noble fir boughs for the European Market.

Detmar then moved to examples of riparian agroforestry practices and the dual product and environmental benefits. Cedar, willow, and hybrid poplar were all species that could be planted in productive riparian areas. Cedar would produce boughs in 8-10 years, willow can be managed for harvesting the whips (\$10/bundle to the floral market) and poplar could be used to absorb nitrogen and produce shade and logs on short rotations. Another profitable example was perimeter or riparian zone planting and managing black walnut for lumber. At current prices 600 black walnut trees @\$2000/tree could have a potential value of \$1.2M.

In all of these examples, demonstrated from a dairy farm perspective, Detmar cautioned that any tree plantings need to be adequately protected from livestock to prevent damage. Vegetation competition, vole damage and beavers were three other agents that require management to protect the tree investment.

Detmar's closing message was that there is indeed money to be made from agroforestry and reiterated that trees can indeed add value to the land.

As the presentations were ahead of schedule, Len Apedaile provided information from the Oyster River workshop on maple sap and syrup products. He also went through the Agroforestry Manual to orient participants to the contents, in particular the product sheets.

Lisa Zabek's presentation provided a summary of the Agroforestry Initiative fund and agroforestry strategic plan, the results of the agroforestry survey, and an overview of the funding criteria and application process.

Dan Carson, a silviculture forester with Scott Paper provided an update on the just released guidelines for the Forestry 2020 Program of Forestry Canada. The program is designed to sequester carbon and generate carbon credits. Under the program the federal government will provide funding for the establishment of fast growing hybrid poplar or hybrid larch plantations on bare land. Only private, reserve or federal land is eligible. Crown forest tenures including private portions of Woodlot Licences are not eligible, nor is any land that was previously forested and had been cleared since 1990. Under the program, the landowner would own the trees and the government would maintain ownership of the carbon credits.

In response to questions from participants Dan also outlined Scott Paper's establishment program and market program for hybrid poplar.

After lunch Mark Robbins provided a presentation on direct marketing. After an entertaining demonstration with two ketchup bottles, he outlined a number of general approaches to selling your product contrasting established channels with direct marketing approaches. He emphasized the importance of product differentiation in direct marketing and provided examples. He completed his presentation with the following top 10 list of direct marketing:

- 10 –sell before you grow then expand with your market
- 9- know what you do best (identify your competitive advantage)
- 8- recognize your personal selling skills
- 7-talk about your product with friends and associates
- 6- focus your advertising to your market
- 5- be consistent with your product attributes
- 4- keep in touch with your customers
- 3- continually re-define your product attributes
- 2- don't compete on price!
- 1- don't compete on price!

Break out Sessions

The workshop participants were organized into three breakout groups and were given 15-minutes to answer each set of questions. A recorder was appointed in each group and the responses collected on flip chart paper. The workshop facilitators and MAFF presenters assisted the groups with the process. At the end each group presented their findings which are categorized and summarized and as follows:

Q1. What's out there

a) What regional agroforestry practices & opportunities exist?

Forest and crops/livestock

- Cedar boughs, wreaths – ceremonial and cultural uses
- Fence line plantings of high value timber species – ie black walnut, cherry
- Windbreaks to reduce dust and odor, produce boughs, birds/wildlife
- Nursery products – forest & floral
- Conifer & poplar plantations
- Christmas trees

Riparian Management

- Riparian management areas, restoration
Curly willow – floral & whips, cedar, ferns

Opportunities

- Holly berries, floral greens, echinacea, rosehips, mint, chamomile, yarrow, hawthorn berries, truffles & hazelnuts, hemp
- Agri-tourism
- Widen the range of existing wild species – e.g. Arbutus
- Recreational access
- Tree plantations, chanterelle mushrooms
- Trout farms
- Free-range edibles
- Widen range of wild marketable plants
- Marginal farm lands, oddball shapes and isolated patches

- Aggregate reclamation sites – berries, trees
- Wood fibre mulch (also with manure)

b) Where are they and which could be potential demonstration sites?

- Note: identities of individuals, associations, and groups identified in the workshop withheld due to privacy – if interested in establishment of demonstration sites or local agroforestry resources please contact the Agroforestry Management Committee at cawheatley@telus.net or the Ministry of Agriculture, Food and Fisheries Agroforestry Specialist David.Trotter@gems2.gov.bc.ca

Q2. Networking & Marketing

a) Who are the regional players (organizations, producers, potential partners)?

Associations, user groups and First Nations

- Commodity groups / Marketing Boards
- Langley Environmental Partners Society
- Abbotsford Soil Conservation Association
604 556-3732 - Sandy Traichel
- Fraser Valley Regional Watersheds Coalition
604 826-6252 Bob Thomas
- First Nations. Sto:'lo, Statlinx(Kli'wat)
- Fraser Basic Council 826-1661
- Stave Valley Salmonid Enhancement Society- Jim Taylor
- Sustainable Poultry Farming Group
- Wild Mushroom Association
- BC Christmas Trees lobby group
- Fraser Valley Direct Farm Marketing Association
- Forest Nursery Association of BC
- BC Real Estate Foundation
- Ducks Unlimited

Government

- BCMAFF
- PARC – Agassiz
- Agriculture Advisory Committees
- Chilliwack Agriculture Commission
- DFO, WLAP, MOF, Environment Canada, CWS
- BC Agricultural Council

- Environmental Farm Plan

Funding

- Financial Institutions – TD CANADA Trust FEF, Van City Enviro grant
- Community Futures Development Corp

Other

- University College of Fraser Valley
- Individual producers/ potential producers (farms)
- Private consultants
- Floral industry
- Wood Industry – hog fuel, bedding, basket making (bark)
- Scott Paper – hybrid poplar
- Capers, Choices, Alder Acres, Holberg
- Equipment suppliers

b) What and where are the markets for agroforestry products? Floral wholesalers

- United Flower Auction
- Individual consumers
- NTFP Wholesalers
- Websites, links, E Bay
- Chamber of Commerce
- Local farmers markets
- Urban Vegetable Markets
- Direct Sales – farm gate
- Supermarkets, Costco
- Craft shops, Craft magazines, trade magazines

Q3. Gaps

a) What regional information & extension needs exist?

Production information

- need to establish what grows+ combinations
- cost of production
- sources of plant, mushroom materials
- organized system of delivery – labor issues

Marketing

- marketing know how
- market identification
- food safety info & training
- product preparation & presentation

Extension & demonstration

- site / property visits for walkabout, advice, training, information exchange
- need demonstration sites
- truffle production
- economics, financial
- media coverage/ info programming

Regulatory / governmental

- Clarify Agriculture status of AF tree crops
- improve knowledge at municipal & regional govt level – incorporate AF into strata plans
- incentives, supportive regulatory framework
- DFO constraints on riparian

b) What are the marketing challenges and needs for agroforestry products in your area?

THE CHALLENGE IS KNOWLEDGE!!!

Marketing & Networking

- price changes, demand information
- who are the buyers – who buys what?
- seasonal information on markets
- how to manage & market product mixes from AF (vs single products) quality control, consistency of supply, reliability and availability
- increase consumer awareness of products
- competition from substitutes (e.g. synthetic trees)
- value added markets (boughs to wreaths)

Transportation

- border issues

Production costs & regulation

- need to be able to earn enough to cover costs
- income now!- short/interim income while waiting for long term crop

Network & Communication

- info on distributors and connectors
- single domain with producer web pages

2.5 Prince George Workshop

Presentations

Richard Hallman started out the session with an overview of agroforestry systems and regional applications. Questions and discussion centered around the issue of transportation costs and low volume and/or value of many wildcrafted or agroforestry products being the most serious limitation to diversification by small producers in the north. Discussion included recognition of the consequent need to establish local floral buyers / co-ops in the North to help develop a northern industry through the aggregation of production and creation of economies of scale. This was recognized as a potential Agroforestry Initiative project.

Denise McLean suggested that a First Nation north of Prince George who was producing red osier dogwood and medicinal plants for seed and other products would be a good candidate for AFF funding or demonstration site.

Ted Moore supplemented Richard's introduction with a presentation on silvopastoral systems in Northern and Central BC. He recognized that a major gap in the promotion of agroforestry practices is the lack of hard numbers and good information on the economics. Ted demonstrated a spreadsheet tool developed for economic analysis of silvopastoral agroforestry systems including the results of some recent research that demonstrated clear income and revenue benefits over the medium and long term from mixed forestry and low intensity pastoral systems.

The next presentation was by Barbara Marshall, a silviculture consultant who has spent the last year working with and promoting the use of sheep for vegetation control during the establishment phase of conifer plantations. She demonstrated the effectiveness of sheep grazing as a tool for both vegetation control and site preparation and how it can enhance growth and establishment of the new stand. Barbara suggested the re-measurement of permanent comparison plots in the McBride area as a potential Agroforestry Initiative project.

Barbara's presentation was complemented by a presentation by Georgia Edworthy a sheep grazing contractor from southern BC who described the life and work of a grazing contractor and the challenges they faced in managing grazing contracts looking after the animals, and trying to run their home farm at the same time

Kim McIvor made a very popular and inspiring presentation on the production, challenges, and direct marketing of developing a birch sap, syrup, and wine business from 100 acres of birch trees. She provided samples of the syrup with ice cream and a taste of the wine to all participants. The direct marketing insights and demonstrations were particularly pertinent and effective. Most participants purchased a sample bottle of syrup from her before she left.

Peter Fofonoff's (MAFF) presentation on "Direct Marketing of Agroforestry Products", provided a number of examples of specialty forestry products that are currently being marketed from the north but

also noted that the industry is largely wildcraft based and that “nobody has ever made an money growing specialty forest products” – but that “they make money selling them”. He explained that one reason not a lot of information on production systems is readily available is because with the markets being so small and specialized, that production information is usually proprietary in nature and protected by the individual producers/entrepreneurs. He described the specialty markets as mostly niche markets with a range of local, regional and international opportunities but also subject to levels of risk, seasonality and fad. Peter then presented an extensive list of strategies and tips for successful direct marketing along with local examples and information about value added processing.

The final presentation was a short update by author/producer Barbara Rayment regarding the Development of a Strategic Alliance for Northern Growers and Producers. She described progress to date including the difficulties encountered in defining the scope for the Alliance. The basic objectives of the organization are to network producers and exchange information & knowledge, showcase and promote northern grown products, access funding, provide a united voice for northern producers and create a trust fund. Denise McLean of MAFF in Prince George is involved in supporting the initiative.

Break out Sessions

The workshop participants were organized into three breakout groups and were given 10-15-minutes to answer each set of questions. A recorder was appointed in each group and the responses

collected on flip chart paper. The workshop facilitators and MAFF presenters assisted the groups with the process. At the end each group presented their findings which are categorized and summarized as follows:

Q1. What's out there

a) What regional agroforestry practices & opportunities exist?

Practices

- Silvopasture (cattle & trees, intensive & extensive)
- Growing aspen on land clearing windrows with crops or pasture in between – (accidental AF)

Opportunities

- Management of riparian areas –provide conservation values + products
- Smaller local grazing contracts
- Shelterbelts on farms for windbreaks, snow collection & production of products for floral market
- Multiple use – trees & grazing, moisture conservation
- Wildlife management for hunting and ecotourism
- Partnerships – e.g. milk calves on farmland – 50/50 hay and forest would produce beef & trees
- Sharecropping
- Beetle/fire affected areas
- Wood fibre – hybrid poplar, birch, black walnut

b) Where are they and which could be potential demonstration sites?

- Note: identities of individuals, associations, and groups identified in the workshop withheld due to privacy – if interested in establishment of demonstration sites or local agroforestry resources please contact the Agroforestry Management Committee at cawheatley@telus.net or the Ministry of Agriculture, Food and Fisheries Agroforestry Specialist David.Trotter@gems2.gov.bc.ca

Q2. Networking & Marketing

a) Who are the regional players (organizations, producers, and potential partners)?

- local Woodlot Associations, Federation of BC Woodlot Association, Woodlot Product Development Council
- First Nations (botanicals & medicinal)
- Community forests
- New Northern Growers Alliance
- Individuals
- Schools (e.g. UNBC)

b) What and where are the markets for agroforestry products?

Local markets

- Regional markets include
 - local farmers markets
 - Christmas craft fairs
 - local and wholesale florists
 - livestock producers – auctions – producers are price takers
- Log markets are limited to local mills, producers are price takers – need processing & value added including log houses, furniture, crafts, poles, pellets – market through log sorts yards

Regional and international markets

- Significant markets are all outside of the region, lower mainland, Alberta & international

Q3. Gaps

a) What regional information & extension needs exist ?

Markets

- MARKETS in NORTH!

Production

- Production cost information
- Practical information on production systems, economics, and alternatives
- Not enough info on practical forestry
- Wood products

Networking & Communication

- More networking
- Practical extension with AF element tied to educational institutions delivered to small scale wood producers

b) What are the marketing challenges and needs for agroforestry products in your area?

Marketing

- MARKETS !
- Global market place – market systems geared to commodities and large producers not small producers
- Subsidies in other countries

Transportation

- Transportation costs

Regulatory / governmental

- More permissive regulation on crown land grazing tenures– ie free to grow & stocking standards need flexibility in grazing areas
- Relationships between government and large timber producers marginalizes small producers

3

Conclusions

3.1. Discussion

Regional Similarities and Differences

What's out there

The agroforestry practices and opportunities are different in each region. They appear to reflect the regional forestry and agricultural context and characteristics. On Vancouver Island, for example, the agroforestry (loosely defined) activities center mainly around non-timber forest products and to a lesser degree on silvopasture, intercropping, or riparian management. However, the climate and ecosystems along with a strong (though limited) agricultural sector and a well developed woodlot sector, support the potential for further agroforestry diversification and development.

In the Vernon region, ranching and forest management activities have a large influence on potential agroforestry practices. Silvopasture, intercropping, riparian management and Christmas tree production are of higher interest than wood by-products and non-timber forest products.

In the Cranbrook area, Christmas tree production and by-products (wreaths, boughs, etc), silvopasture and alley cropping are the main focus of agroforestry activities in this region. Of lesser interest are riparian management,

landscaping/nursery and food and forest products (berries, mushrooms, greenery, etc.).

In Abbotsford the emphasis is on secondary or tertiary mixed systems on an intensively managed agriculture land base. These include windbreaks & floral greenery, riparian management, silvopasture (cows, chickens, hogs etc). Several existing sites could have potential as demonstration sites. The lower mainland has many advantages supportive of agroforestry development including; an established intensive agricultural sector, a broad range of growing options, market proximity, and a broad range of organizations providing a potentially supportive infrastructure. Much interest was expressed in high value secondary products (precious woods, truffles etc).

In the North (Prince George) region, low intensity silvopasture systems (range, pasture, sheep and cows), and forestry (woodlot and industrial) applications are the dominant production systems. Wildcrafting is an important activity in the region. Agroforestry opportunities are, therefore, predominantly related to development of silvopasture and forest-based systems such as forest farming. Several producers are working with propagation and promotion of native plants for planting, seed stock, medicinals and floral products.

Each regional workshop identified 3-5 potential demonstration sites during the breakout sessions. Additionally, several possible sites were named where the owner/operator was not present at the workshop but known to participants. A third group of possible demonstration sites were listed that have a more general nature e.g. hydrolines, woodlots, dry sites in east Kootenay, etc. It should be noted that many sites were the result of group brainstorming rather than actual expressions of interest by the specific organizations or landowners; however, several participants expressed intent privately to submit proposals for funding consideration.

Networking and Marketing

In the Vernon and Cranbrook workshops, the regional players were identified as the local Cattlemen/Livestock Associations, the local Christmas Tree and Woodlot Associations, the local First Nations, and local Farmer Institutes and Farmer Market Associations. Additionally, on Vancouver Island, the Island Farmers Alliance, the Island Organic Growers and Private Forestland Owner Association were listed.

In each area specific local stewardship and user or community groups were also named as potential players.

In all regions governmental organizations and utility firms such as MAFF, MoF, DFO, BC Hydro, Natural Gas BC Real Estate Foundation were identified as potential partners.

The presence or potential for local, regional, and international markets were identified in all five regions. The local farmers markets, produce stands, local retail stores and tourist industry were identified

as the most important existing retail markets for agroforestry products. For the livestock-based agroforestry activities, it is important to reach larger markets such as Vancouver, Kelowna, Kamloops, and Alberta. The Christmas tree and forest product oriented agroforestry in Cranbrook and on Vancouver Island also identified international markets in the US, Mexico and Asia as important marketing targets.

Gaps

Information gaps and extension needs

Despite the number of organizations, a lack of coordination and leadership, and a lack of knowledge about agroforestry practices and opportunities, and lack of recognition within the regulatory system were identified as limitations to agroforestry expansion though it was recognized that the concept is still relatively new.

Product and production information for the specific sub-regions were identified as information gaps, e.g. micro site information to determine 'What grows here and what doesn't', research information on microclimate and specific soil information.

'Hard fast data on what works and what does not' as well as information on product combinations (what grows together) was requested especially in Vernon, Cranbrook, Abbotsford, and Prince George.

More access to extension including 1 to 1 extension assistance was a main issue in all regions. Better networking and communication amongst entrepreneurs, producers, markets, brokers and end users were also seen as key gaps. Updates to the

agroforestry manual and a new Christmas Tree manual were identified as suggested solutions. Courses on production techniques and standards as well as regulations interpretation, exporting, 1 to 1 advice and fact sheets were other named solutions.

The number 1 marketing challenge in all five regions is the lack of marketing skills and information. Marketing expertise in general and especially in the new agroforestry markets is missing. The information gaps that were identified included marketing information such as products buyers-, producer lists, direct marketing courses, information on costs, returns and market opportunities, current market trends and established distribution routes. Cost of transportation associated with the distance and low value of many niche products, were identified as key marketing challenges in most regions.

3.2. Recommendations

On the basis of the delivery, conclusions and feedback from the regional agroforestry workshops, the following recommendations and potential action items are proposed to the Agroforestry Management Committee for consideration:

- Further follow up of leads for potential demonstration site as identified in the workshop sessions is required. This might be most effectively accomplished through the regional representatives who should contact and further explore the interest, specific nature and readiness of the potential regional projects and report back to the Committee.
- Due to the limited participation (including representation) in the workshops, further promotion of the Agroforestry Initiative fund program will be necessary to ensure a broader, adequate coverage and awareness of the objectives and funding opportunities. It is recommended that a detailed request for proposal package including the examples presented in the workshops be prepared and sent to regional Agrologists and producer organizations for direct distribution to their associations and members.
- During the workshop advertising and Prince George workshop, interest was expressed in holding a similar workshop in the Peace River area citing a strong appetite for diversification in that region of the province. Four registrations were received asking for a Peace workshop and the addresses/phone numbers are attached in the participants spreadsheet. It was suggested that a workshop be organized in either of Fort St John, Dawson Creek, or half way in between in Farmington.
- There is strong interest in having access to current information on products, buyers and producers listed at the provincial and regional level. It was suggested during the workshops that the Infobasket website could be a good venue for maintaining this type of information.
- A direct marketing course was requested in all areas and in Cranbrook a Christmas tree production course was requested.
- Future workshops / events should also have some speaker involvement with practical experience and local knowledge. As in all five workshops the local representatives with their hands-on knowledge provided valuable information and encouragement to the participants to explore new products and markets.
- Some of the areas might be interested in initiating a marketing alliance and eventually employ a general marketing manager/broker. In the North, the fledgling Strategic Alliance for Northern Growers and Producers could be the basis for a good networking project with a strong agroforestry theme.

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