



# 2021-2025 LOCAL FOOD & BEVERAGES STRATEGY

# 2023 ACTION PLAN





# GROW NB

## YEAR 3: PERFORMANCE MEASURES



40+ additional greenhouse, indoor growing, on-farm storage, and scaling-up projects to support an increase in fruit and vegetable production, targeting 3,000 square metres of new controlled environment agriculture (CEA) growing area annually.



20+ additional industry training sessions/webinars organized or supported.



200% growth in students educated in agriculture, aquaculture and/or fisheries over 2022.



12+ additional abattoir and local meat projects supported.

## YEAR 3: GOALS & ACTIONS

### GOAL 1

**Support food and beverages sector participants to grow and expand in New Brunswick.**

- Develop a provincial horticulture event to bring together growers for networking and technical training.
- Implement the Controlled Environment Action Plan with support from partners to extend the seasonality and increase vegetable and fruit production.
- Extend technical and business support to increase vegetable and fruit production in New Brunswick and support the ongoing needs of abattoirs and local meat facilities.
- Strengthen the local food and beverages supply chain through support for collaboration and community wholesale distribution models.
- Support farmers, fishers, producers, and harvesters to innovate and adopt more sustainable practices to improve their climate resiliency.

### GOAL 2

**Collaborate on programs to improve Indigenous participation in the local food and beverages sector.**

- Provide technical, business and funding support to facilitate the growth of Indigenous food and beverages enterprises through federal and provincial programs, including the New Brunswick Indigenous Agriculture Program.
- Support initiatives which provide education, training, and support towards Indigenous farming projects.

### GOAL 3

**Educate New Brunswick students and support labour force to generate growth and interest in the local food and beverages sector.**

- Support experiential learning opportunities in schools as well as connect students with career opportunities that support the labour needs of the food and beverages sector, including the Future NB – Future Wabanaki – Avenir NB Movement.
- Work with the Department of Education and Early Childhood Development to promote and support the rollout of new Agriculture Curriculum in both anglophone and francophone school districts.
- Work with the Department of Post-Secondary Education, Training and Labour and partners to identify gaps in training and labour and build supportive programming.



# BUY NB

## YEAR 3: PERFORMANCE MEASURES



25+ sponsorships extended to events with a focus on local food and beverages sectors.



5+ additional certification projects supported.



15+ additional promotional campaigns to highlight local food and beverages.

## YEAR 3: GOALS & ACTIONS

### GOAL 1

**Support the food and beverages industry to gain the knowledge and skills needed to strengthen their access to local market opportunities.**

- Address barriers and provide business support to food and beverages companies looking to obtain various certification requirements (e.g., food safety certifications).
- Create market-readiness tools and training for New Brunswick food and beverages sectors, with a special focus on small and medium enterprises.
- Develop customized retail-readiness activities and resources for Indigenous food and beverages businesses in New Brunswick.
- Work with Alcool NB Liquor (ANBL) to continue to support the development of the alcoholic beverages industry in New Brunswick in alignment with ANBL's Industry Participation and Local Producer Strategies.

### GOAL 2

**Support increased visibility, awareness and demand for market-ready, local, and Indigenous food products.**

- Increase matchmaking efforts between grocery retailers and New Brunswick food and beverages companies to support increased sales opportunities for local products.
- Support the Industry-Led Branding Committee's efforts to brand, represent and strengthen the food and beverages industry in New Brunswick.
- Develop and support industry activities which build awareness, demand, and a strong reputation for New Brunswick's local food and beverages sector.

### GOAL 3

**Identify and support opportunities for government institutions to increase their purchase of local food and beverages.**

- Identify opportunities for government institutions to procure local food, including in meetings and events.
- Explore opportunities to incorporate local food and beverages products in provincial parks and attractions, including Indigenous food and beverages.





# FEED NB

## YEAR 3: PERFORMANCE MEASURES



10 additional NB communities, sports teams or groups use local food as the focus of their fundraising efforts.



20 initiatives will leverage support from the Department of Health's Community Food Action Grant Program.

## YEAR 3: GOALS & ACTIONS

### GOAL 1

**Promote the use of local food to organizations and initiatives seeking to improve physical and economic access to food for New Brunswickers.**

- Encourage organizations and community initiatives to incorporate healthy, local foods into their fundraising efforts and extend support through the Department of Agriculture, Aquaculture and Fisheries programs.
- The Department of Health will collect data from food banks and soup kitchens to better understand their partnerships with local farmers.

### GOAL 2

**Enhance access for Indigenous communities to culturally significant and traditional foodways as well as other healthy local food.**

- Explore collaborative support for initiatives which enhance the use of traditional and culturally significant Indigenous foods throughout New Brunswick.

### GOAL 3

**Improve access for New Brunswick communities to networks and supportive tools to learn how to grow their own food.**

- Support the creation of resources, training and instructional materials that enhance farm to school initiatives as well as home and community gardening.

## RELEVANT LINKS



2021-2025 Local Food & Beverages Strategy



NB Food & Beverages Social Media



[EatLocalNB.ca](http://EatLocalNB.ca)

New Brunswick  
Nouveau Brunswick