

Connecting Consumers and Producers-Community Events Application Guidelines

Application Deadline June 28, 2019

About the Connecting Consumers and Producers Project

There is a growing movement in our region toward consumption of locally grown food products. Connecting Consumers and Producers is an annual project that promotes local food producers and provides resources to consumers on eating locally produced food year round.

Objectives

1. Increase public awareness of the benefits of purchasing locally grown food products.
2. Support of local food producers through community events and the producer's directory in the regional agriculture brochure.

Community Event Guidelines

1. Events will market producers and their products to local consumers.
2. Events will include food grown/raised by local producers.
3. The benefits of buying locally produced food will be conveyed to the consumer.
4. Community groups from neighbouring communities can partner and pool their money for a single event.
5. Regional Agriculture Brochures will be provided by the Regional District of Bulkley-Nechako and will be handed out at the event.
6. Photos of an agricultural nature, including producers and their products, must be taken of the event and submitted with the final report. (Submitted photos will be uploaded to the Regional Image Bank).
7. Final report must be submitted to the RDBN 30 days following event.
8. Event can be stand alone or be part of an already existing event. For example a workshop at a farmers market.
9. Applicants that have received previous funding from the Connecting Consumers and Producers program are eligible to apply.
10. Events can include, but are not limited to
 - A food fair highlighting locally grown food
 - A farm expo, where local farmers promote their products
 - A community barbeque serving food purchased from local producers
 - Workshops using food from local producers
 - Other community initiated event that highlights locally produced food
11. Community event must take place before October 31, 2019
12. For the purposes of this program, '*Local Producers*' are considered producers whose products are made locally, from locally grown/raised ingredients. '*Local*' is considered from within the RDBN. For information on obtaining eligible local Products, please see the lists of local producers in the Agriculture Directory, found online here: [Connecting Consumers and Producers Directory](#)

If you have an idea and are unsure if it aligns with project guidelines call Nellie Davis, Regional Economic Development Coordinator or Shari Janzen, Economic Development Support Assistant at the Regional District of Bulkley-Nechako (250) 692-3195.

Eligible Expenses

- Locally produced food (meat products, produce, grain products etc.)
- Store purchased supplies ie: (condiments, plates, cutlery etc.)
- Capital expenses required to host event (must not exceed \$500)
- Venue rental
- Promotional material/advertising costs
- Educational material
- Entertainment (music)
- Awards or Prizes (locally grown/raised prizes and awards are preferred)

Ineligible Expenses

Capital purchases that exceed \$500

Who can apply?

Eligible applicants located in each municipality and electoral area in the RDBN are eligible for funding up to \$1,100. If more than one applicant from neighboring communities partner in an event each group is eligible for the \$1,100. Maximum \$1,100 per municipality or electoral area will be granted.

Applicants can be not for profit organizations, municipalities, chambers of commerce, or community clubs or groups.

Eligible communities include:

Town of Smithers

Village of Telkwa

District of Houston

Village of Granisle

Village of Burns Lake

Village of Fraser Lake

District of Fort St James

District of Vanderhoof

Electoral Area 'A' (Smithers Rural)

Electoral Area 'B' (Burns Lake Rural)

Electoral Area 'C' (Fort St James Rural)

Electoral Area 'D' (Fraser Lake Rural)

Electoral Area 'E' (Francois/Ootsa Lake Rural)

Electoral Area 'F' (Vanderhoof Rural)

Electoral Area 'G' (Houston Rural)

What are the responsibilities of successful applicants?

1. Signing an agreement with the Regional District of Bulkley-Nechako stating that all funds will be spent on the event as outlined in the application.
2. Acknowledging support of the Regional District of Bulkley-Nechako at the event as outlined in the application.
3. Marketing the event on Social Media and in Print advertising to ensure maximum participation. (Connecting Consumers and Producers logo will be provided for inclusion in advertising)
4. Distributing Regional Agriculture Brochures at the event.
5. Taking a minimum of 12 high-resolution photos with an agricultural component at the event.
6. Submitting a final report to the Regional District of Bulkley-Nechako within 30 days after the event. The report will include a summary of the event, event pictures, participant demographics, and financial details.

How to submit an application - Fill out application form and submit by **June 28, 2019**

Email: shari.janzen@rdbn.bc.ca

Fax: (250)692-3305

Mail: Regional District of Bulkley-Nechako

Attention: Shari Janzen

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