



# **Beyond** the Market

Beyond the Market: The Farm  
Knowledge Network

Christine Kinnie, Project Coordinator

# Background



- The **Beyond the Market** program was established in 2011
- Created in response to a demand for economic diversification in rural communities and renewed interest in local food systems
- Guided by OBAC's agriculture strategy



# Project Goals



- Increase the number of **new farmers** across the region
- Increase the **viability and capacity** of existing farms
- Improve the **succession** of longstanding farms to the next generation
- Establish **sound agri-business management practices** that will result in **job creation**

# Activities

- To provide **training and professional development** opportunities to farm operators in the project region
- To develop a **central information network** for regional agricultural contacts, publications, resources and tools and a mobile support library
- To develop a model of **financial self-sufficiency** to support a community-run extension services network into the future

# Partners





**Community Futures Fraser Fort George** is the hosting organization:

### **In-kind Provisions**

- Office, phone, equipment
- Meeting rooms
- Accounting, project management, and reporting systems

### **Complementary Services**

- Business financing & coaching
- Conference & Meeting Facilities
- Events & Workshops
- Community Based Initiatives

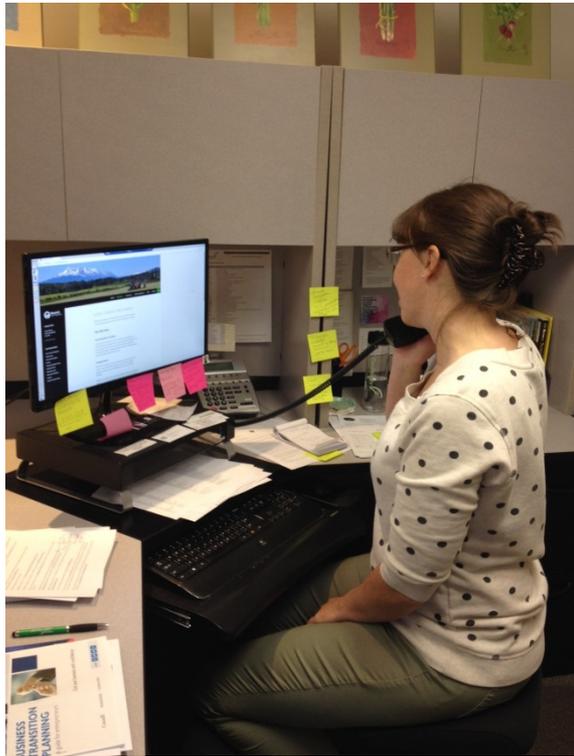
# Project Activities



## Farm Client Coaching Sessions

- One-on-one business coaching
- In person or on the phone
- Responding to e-mail enquiries for information

# Project Activities



## Regional Agriculture Advisory Services and Advocacy

- Providing information to researchers, other agencies (government and NGOs)
- Proposal for Provincial Agricultural Extension Services

# Project Activities



## Networking and Outreach Events

- Minimum 1 per year in each community
- Fall Fairs, Agricultural Forums

# Project Activities



## Training Events

- 3 workshops per community, per year
- Business Planning, Land Leasing, Organic Certification, Succession Planning, Soil Testing, Sheep Farming etc.

# Project Activities

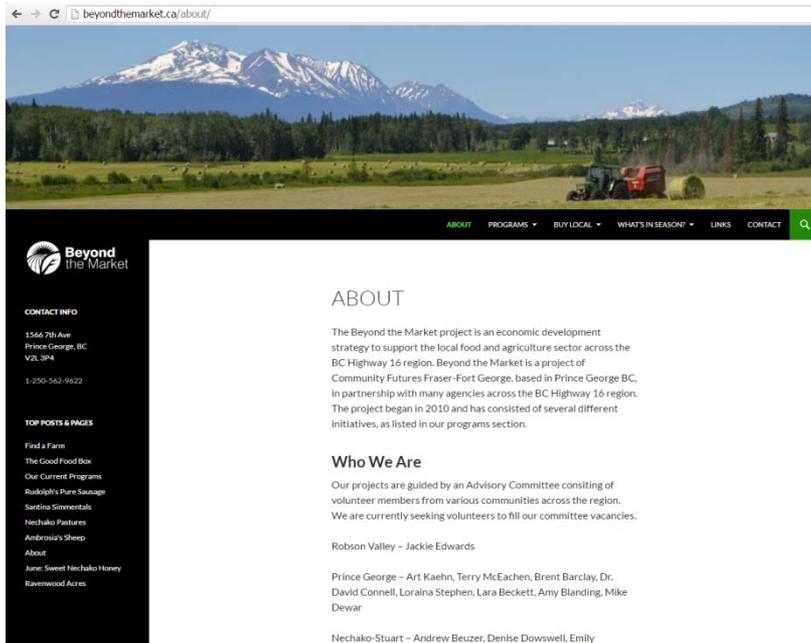
## Website

[www.beyondthemarket.ca](http://www.beyondthemarket.ca)

- All information from 2010-2016 archived on website
- Blog

## Local Farm Directory

- Directory of 113 local farms



# Project Activities

## Newsletter and Facebook Page

- Follow us on Facebook!
- Sign up for our newsletter!

**Beyond the Market**  
Agricultural service · Food & grocery · Business services

1,092 people like this  
Amy Moroni Quarry and 3 other friends

Invite friends to like this Page

**ABOUT**

Located inside Community Futures Fraser  
Fort George, Prince George, British Columbia, V2L 3P4

(250) 562-9622 Ext 115

Ask for Beyond the Market's hours

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

**APPS**

Join My List

**PHOTOS**

**Beyond the Market**  
13 May at 11:19 · 🌐

A Community Futures client success story from Vancouver Island. (Beyond the Market is one of Community Futures' programs.)

**Aquaponic Farming in Cowichan Bay - Shaw TV Duncan**

Aquaponic farmer Adrian Southern lets us in on this farming technique that might be the way of the future. Shaw TV's Rajie Kabli has the story.

YOUTUBE.COM

Like Comment Share

3 Top comments

1 share

Write a comment...

Hope Farm Organics Grown organically may be a bit of a misnomer due the basic principal of organic agriculture of increasing soil health. With the current legislation being passed using the word "organic" as a derivative of



# New Initiative



- Providing education and training focused on creating and/or expanding **Agri-Export**
- Focus on exploring, developing and tapping into both **domestic** and **international markets**
- Export-ready businesses to be coached through the development of an **export plan**

**Thank you for your support!**



**Beyond**  
the Market