



**TAKING ACTION FOR
AGRICULTURE JOBS**



“

Despite Christy Clark’s neglect, hardworking people in agribusiness have been growing and creating jobs. With a government that is working for B.C. families and communities I know they could do so much more.”

—John Horgan

TAKING ACTION FOR AGRICULTURE JOBS



Creating Good Jobs in Agriculture, Food Processing, Wine, Beer and Spirits

After 16 years of BC Liberal failures on the economy, we know that families across BC want job security for themselves and opportunities for their kids. That's why John Horgan's NDP will invest in industries that create good, sustainable jobs in every corner of BC.

BC's agriculture sector provides much of the meat, fish, fruit and produce we consume here in BC, employs British Columbians from Fort Nelson to Saanich, and has developed significant export markets.

But the proportion of our food supplied by BC farmers has been falling. Employment has also been falling and our agricultural land is being put at risk. Without a long term plan we risk losing farms and farmers, as well as missing opportunities to develop, process and export new food products.

BC's agricultural successes have come despite BC Liberal attacks on the Agricultural Land Reserve that threaten the future of farmland in BC.

John Horgan's NDP knows that agriculture, food processing and a growing beer, wine, cider and spirits sector can create thousands of good jobs while providing food security and great products for British Columbians.

GROW BC, FEED BC, BUY BC



At a time when more and more British Columbians are taking pride in buying and eating local, the BC Liberals have abandoned programs that help produce and promote BC products.

- › We'll create *Grow BC*. First, we'll put a stop to the BC Liberal plan to

destroy the province's vital agricultural land reserve. We will revitalize the reserve and the agricultural land commission for the 21st century. **Grow BC** will also focus on helping young farmers access land, working with primary producers on initiatives like ensuring bee populations stay healthy to pollinate crops, and supporting fruit and nut growers and processors.

- ▶ We'll create **Feed BC**. Under the BC Liberals, patients in hospitals are being given fruit grown and packaged in China. Under **Feed BC**, hospitals and care facilities will be asked to increase their use of BC grown and processed foods. We will work to expand the use of BC food products in all government facilities.
- ▶ We'll bring back an enhanced **Buy BC** marketing program, helping local producers market their products in BC and for export.



HOT HOUSE

John Horgan will help producers market their products in BC and abroad.

ENCOURAGING LEADERSHIP AND INNOVATION



There is tremendous global opportunity in growing and processing food. As the climate changes and the world population grows, BC is uniquely positioned to grow its share of food markets. British Columbia's agricultural land reserve, our thriving technology and manufacturing sectors and access to the Asia Pacific leave us well positioned to benefit.

- › We will work with growers, processors, colleges and universities to develop a BC Food Innovation Centre to innovate in the processing, packaging and marketing of BC food products. The Innovation Centre will work to link local food producers with new technology and expand their access to world markets.

EXPANDING MARKETS FOR VINTNERS, BREWERS AND CRAFT DISTILLERS



A pint of beer, a bottle of wine, or a hand-crafted spirit made here in BC tastes great and creates significantly more jobs than one that's imported. We'll work hard to increase market share for BC products, increase jobs in the wine, beer and spirits sectors, and we'll give the industry the respect it deserves.

- › We will establish a BC beer, wine and spirits advisory panel, composed of industry leaders, experts and entrepreneurs. The panel will advise on how we can increase domestic sales of BC products in stores and restaurants and provide general advice on how to strengthen and grow the industry.
- › We will work with local producers to expand market access in the rest of Canada and abroad, including providing marketing support through the renewed Buy BC.

- › We will work with BC colleges and universities to develop and offer top quality programs in wine education, viticulture, and beverage management, ensuring young enthusiasts can build a career and growers and makers can find the skilled staff they need.



CHEERS:

John raises a pint to BC producers.

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Sorry BC farmers, Christy’s cash comes first”

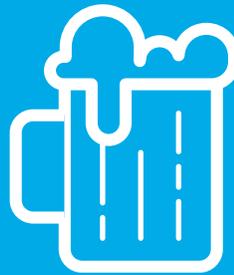
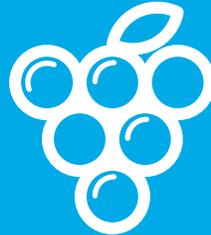
—*The Province*, January 21, 2017

Agriculture minister put Liberal cash cows before real cows”

—*The Province*, January 23, 2017

MINISTER FOCUSED ON FUNDRAISING:

We have Norm Letnick, the minister of agriculture, saying ‘no thanks’ to farmers and ranchers because he has to be at a [\$5,000-a-plate] Liberal fundraiser



BC LIBERAL FAILURES

89 % OF ALL NEW JOBS IN BC CREATED IN
THE LOWER MAINLAND

42 % FEWER JOBS IN AGRICULTURE
SINCE 2005

12.6 % UNEMPLOYMENT IN AGRICULTURE
(2015)

