



Connecting Consumers and Producers-Community Events Application Guidelines

Application Deadline July 30, 2021

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 on the Connecting Consumers and Producers website.

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. Events will convey the benefits of buying locally produced food and products.
4. Connecting Consumer and Producer website information cards will be handed out at the event (provided by the RDBN)
5. Photos of an agricultural nature, including producers and their products, must be taken of the event and submitted with the final report. (A minimum of 12 high-resolution photos that will be uploaded to the RDBN's Regional Image Bank).
6. Event can be stand alone or be part of an already existing event. For example, a workshop at a farmers' market.
7. 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
8. Community events must take place before October 31, 2021
9. Final report must be submitted **with receipts** to the RDBN 30 days following event.
10. 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](#)

11. Events **must** follow the guidelines and orders in place by the BC Provincial Health Officer.
12. Events **must** have a health and safety plan in place that is submitted with the application.

If you have an idea and are unsure if it aligns with project guidelines, call Shari Janzen, Economic Development 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 can be not for profit organizations, municipalities, chambers of commerce, or community clubs or groups.

Eligible applicants located in each municipality and electoral area in the RDBN are eligible for funding up to \$1,100. Community groups from neighboring communities can partner and pool their money for a single event. Maximum \$1,100 per municipality or electoral area will be granted.

Eligible communities and electoral areas include:

Town of Smithers	Electoral Area 'A' (Smithers Rural)
Village of Telkwa	Electoral Area 'B' (Burns Lake Rural)
District of Houston	Electoral Area 'C' (Fort St James Rural)
Village of Granisle	Electoral Area 'D' (Fraser Lake Rural)
Village of Burns Lake	Electoral Area 'E' (Francois/Ootsa Lake Rural)
Village of Fraser Lake	Electoral Area 'F' (Vanderhoof Rural)
District of Fort St James	Electoral Area 'G' (Houston Rural)
District of Vanderhoof	

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 Connecting Consumer and Producer website information cards 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, receipts, and financial details.

How to submit an application - Fill out application form and submit by **July 30, 2021**

Online: <https://ccap.rdbn.bc.ca/>

Email: shari.janzen@rdbn.bc.ca

Mail: Regional District of Bulkley-Nechako
Attention: Shari Janzen
PO Box 820
Burns Lake, BC V0J 1E0

Fax: (250)692-3305