

2021-2025 LOCAL FOOD & BEVERAGES STRATEGY

2021 KEY ACHIEVEMENTS

GROW NB

Grow NB is focused on strengthening New Brunswick's food system through improved support and focused programs to strengthen and grow our agriculture, aquaculture and fisheries sectors, including a special focus on Indigenous participants and their communities. Grow NB will also work to "grow" our labour force to ensure that we have what is required to secure the long-term sustainability of our province's food industry.



THERE WAS A 24% INCREASE IN VEGETABLE PRODUCTION¹ in New Brunswick.



A Controlled Environment Agriculture Action Plan was created, and **41 GREEN HOUSE AND INDOOR GROWING PROJECTS WERE SUPPORTED.**



2 ABATTOIRS & 11 EXPANSION PROJECTS WERE ESTABLISHED were supported for abattoirs and local meat facilities.



An Indigenous Agriculture Development program was established and supported **6 INDIGENOUS FOOD AND BEVERAGES PROJECTS.**



1,613 STUDENTS were educated about Agriculture, Aquaculture and/or Fisheries sectors.



6 INDIGENOUS STUDENTS completed Haye's Urban Teaching Farm's Wabanaki Regenerative Farming Internship program in 2021.



30 TRAINING SESSIONS including webinars and customized sessions were supported.

¹ Statistics Canada. Table 32-10-0365-01 Area, production and farm gate value of marketed vegetables.

BUY NB

Buy NB is focused on supporting the food and beverages industry and Indigenous participants to develop initiatives and collaborative marketing efforts that will improve the marketability, visibility, awareness and demand of local food and beverages products. In addition, initiatives will be developed to increase retail market access and increase opportunities for local food and beverages companies in the procurement of local food into provincial public institutions.



MORE THAN 15 GROCERY RETAIL MATCHMAKING EFFORTS were led by the Department of Agriculture, Aquaculture and Fisheries (DAAF) and resulted in sales opportunities for more local food and beverages, including fresh produce and value-added products.



7 NEW ECOMMERCE SITES were created through support to increase online sales.



4 FOOD SAFETY CERTIFICATION & TRAINING EFFORTS were supported for NB's food & beverages industry participants.



14 COLLABORATIVE LOCAL PROMOTIONAL ACTIVITIES were developed and supported to highlight NB food & beverages, including DAAF partnering with East Coast Mermaid to develop a Christmas local recipe guide.



45 FOOD AND BEVERAGES COMPANIES were featured in DAAF's "Buy Local for Good" promotional campaign featured videos.



A TASTE OF NB brand was established by Alcool NB Liquor to strengthen the visibility and sale of New Brunswick alcohol products.



12 NB FOOD AND BEVERAGES COMPANIES attended the 2021 Atlantic Reverse Tradeshow on public procurement hosted by Service New Brunswick and Opportunities New Brunswick.

FEED NB

Feed NB is focused on encouraging the growth of home and community gardens and collaborate with charitable organizations and communities to enhance the use of healthy local food in community programs and initiatives.



10 NB COMMUNITIES AND GROUPS made use of local food as a focus of their fundraising efforts through DAAF's program.



The Department of Health's **COMMUNITY FOOD ACTION GRANT PROGRAM WAS LEVERAGED 22 TIMES** by community initiatives which supported, promoted and grew healthy local food.



3 INDIGENOUS COLD/FREEZER STORAGE, MEAT PROCESSING OR CONTROLLED ENVIRONMENT FARMING projects were supported.



OVER 1,100 NEW BRUNSWICKERS joined Food For All NB's bilingual garden network.

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