

ACRD Agricultural Plan – Implementation Project

The Alberni Clayoquot Regional District has commissioned a team of consultants to aid in the development of the implementation strategies for the Agricultural Plan developed in 2011. The following items have been identified by the ACRD as the key directives in the current phase of the project.

- 1) Realizing Improvements to Farmers' Markets
- 2) Identifying Opportunities Through Farm Gate Sales
- 3) Developing Local Marketing Opportunities in the Alberni Valley, on the West Coast and across Vancouver Island
- 4) Including Shellfish Growers in Local Agricultural Initiatives**
- 5) Identifying and Securing Grant Opportunities



Our focus is on action, outcomes and the creation of effective strategies with a goal of expanding a viable and thriving agricultural sector. The intent of this survey is to initiate a dialogue with any persons that may have an interest or are actively involved within the shellfish industry, as well as assessing specific needs of the shellfish industry within the regional district.

One of the ways we may be able to provide support for shellfish growers and other harvesters of the sea (such as kelp producers), would be to help market products within the ACRD and throughout Vancouver Island. We can also increase the profile of individual shellfish growers, other ocean producers and harvesters of food products through the inclusion of their contact data in the new "Growers Directory" being released this spring.

To aid in our initial collection of data, please fill out the attached shellfish grower survey. Please return this survey to the regional district office by mailing it using the envelope provided or via email to acrdfarmplan@gmail.com.

Thank you,

The Agricultural Implementation Team

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Alberni-Clayoquot Regional District – Shellfish Growers Survey

General Information about Your Operation

1. Name of Operation _____
2. Name of Owner/Manager _____
3. General Location of Shellfish Operation _____
4. Main species of shellfish produced/harvested _____
5. Approximate Annual Revenue (net): Circle appropriate category:
0-\$20,000 \$20,000-\$50,000 \$50,000-\$100,000 \$100,000-\$200,000 over \$250,000
6. Contact information:
Phone: _____
Email: _____

Processing

1. Do you presently sell your product at the farm gate to a processor? Y/N
 - If no: How do you sell your product?

 - If yes: Do you have any problems or issues with finding processing plants to process your raw product?

2. Do you currently or have you ever purchased back from the plant, processed product that you have then locally distributed? Y/N
 - Does this present any special issues or challenges? Please comment.

3. Do you have ideas for dealing with processing issues? Please describe.

Marketing

1. Are you aware of funding opportunities available to market your product locally? Y/N

2. Would you be interested in participating in a Buy Local Promotion? Y/N

3. Are you interested in being included in a regional growers/producers guide directory which would include a broader description of your operation? Y/N

4. Additional comments: _____

Barriers & Moving Forward

1. In your experience what are the biggest barriers to maximizing production? Please list:

2. Are any of the barriers specific issues that the ACRD could assist you with. Y/N

- If yes: List and

describe. _____

3. In your opinion what are the major opportunities of your industry?

4. Any other comments:

We welcome feedback, questions, and suggestions! Please feel free to contact any one of us.

Thank you for taking the time to complete the survey,

The Agricultural Implementation Team.

Connie Kuramoto, Anna Lewis and Heather Shobe