



## STRATEGIC PLAN 2024-26

### VISION

Inspiring students to actively engage with BC agriculture and food systems.

### MISSION

Working to bring BC agriculture and food education to students throughout the province.

### PURPOSE

- To promote the value of agriculture, sustainable food systems and the protection of BC's agriculture resource base to our educators, students and society
- To provide educators and students with quality educational resources, programs and other agricultural information that highlight agriculture as an important part of our economy, health and way of life
- To enable students to make informed decisions about food choices, food safety, and the importance of local supplies of food and other agricultural products
- To partner with the education, agriculture, health and business communities to develop, implement and evaluate quality initiatives
- To build the relationship between BCAITC and its stakeholders to accomplish the purpose of the Foundation
- To promote careers in agriculture as a viable and desirable career choice

### CORE VALUES

- **Passion:** For agriculture, food and education
- **Excellence:** Focusing on a growth mindset to foster innovation and learning
- **Leadership:** Taking initiative to create partnerships to tell the complex story
- **Sustainability:** Creating sustainable programs that promote enduring food systems
- **Inclusivity:** Celebrating and encompassing the diverse histories and current realities of BC agriculture
- **Authenticity:** Genuine and trustworthy representation of agriculture and food
- **People:** Our success is rooted in our staff, directors, farmers, industry partners, and educators

## STRATEGIC PLAN

### Focus Area 1

#### **Sustainability of the BC School Fruit and Vegetable Nutritional Program (BCSFVNP)**

##### Key actions:

1. Outreach to schools in BC to advocate for BCSFVNP as a food provider of choice in school food programs
2. Develop new contact lists for school districts and schools to ensure that outreach is ongoing and comprehensive
3. Search for alternate funding for program to ensure the medium-term viability of the program
4. Solidify additional revenue streams to decrease dependence on existing funding
5. Volunteer program expansion to ensure that there are sufficient people available to support the continued functioning of the program and expanded community engagement

### Focus Area 2

#### **Expand Visibility of the BC School Fruit and Vegetable Nutritional Program (BCSFVNP)**

##### Key actions:

1. Increase marketing and public relations efforts to make sure all stakeholders including the general public know about the program and understand its benefits.
2. Increase school and community engagement to ensure that schools and communities know the history and importance of the program
3. Increase media outreach to get more earned media coverage of BCAITC's programming
4. Networking for new partnerships to expand our current list of stakeholders (to whom we are grateful)