

CENTRAL KOOTENAY REGIONAL FOOD ASSESSMENT & GUIDE

A CASE STUDY
MAY 2018



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SUMMARY

THE CHALLENGE

Create a platform that would:

- provide an attractive and free marketing avenue for area farmers and food producers
- support a business model that could fund annual updates and re-prints
- gather nuanced and detailed data about the state of the foodshed.

THE OUTCOME

A virtual and print version of a regional farm and food Directory that:

- is based on a fully functional online platform
- is linked with an enthusiastic print publisher based in the region who will publish a new Directory each spring with costs covered by advertising revenue
- provides a free marketing platform for area food producers
- generates a data set that can be updated each year to monitor the changes and health of the Central Kootenay foodshed.

CENTRAL KOOTENAY FARM & FOOD DIRECTORY

[Home](#) [Farms](#) [Processors](#) [Products](#) [Venues](#) [Map](#) [Contact](#)

BACKGROUND

The first local farm guide in the Central Kootenay was created by the Christopher Spicer Centre for Sustainable Agriculture in 1999. It was a print version and focused on organic farmers. Subsequently, various farm guides have been created, some online and in print, for sub-regions of the Central Kootenay. Until this project, we have not have a regional farm and food guide that covers the entire Central Kootenay, nor any that were readily updated, year after year.

The Regional District of Central Kootenay's Agriculture Plan, as well as numerous other reports written in the past 15 years have each recommended enhanced marketing opportunities and a platform for promoting area farms and food.

This project sought to fulfill that need by building an online platform for gathering the necessary data and by partnering with a local publisher to develop a model linked to advertising revenue that could help to ensure annual updates. With the Central Kootenay Food Policy Council leading the project, we were able to draw on the extensive networks across the region and sectors that are represented in the Council membership.

In planning for a survey of local farmers to gather the necessary information, we realized that we had an opportunity to gather more than just the basic information to populate a regional food directory. By expanding the scope of the information to be gathered, we could also generate data that would help us to develop a more nuanced understanding of the state of the farm and food businesses in the Central Kootenay and have a mechanism to monitor it year after year. We also hoped to then avoid the "consultation fatigue" not uncommon in the farming community and to benefit from participation rates driven by the incentive of free marketing.

THE PROCESS

Upon confirmation of funding for the project, the next in-person meeting of the Council was partially dedicated to launching the Directory project through a design Charrette. A local publisher had agreed to come on as a

partner in the print version of the Directory: the owner and a key staff member joined the Council meeting to both provide expertise from the publishing industry, and to participate in the design discussions. In break out groups and collectively, those present at the November 2017 meeting explored the following questions:

1. What shall we name the Directory?
2. What do we want the front page to look like? What images should we use to convey the messages we want? What about the paper quality and feel?
3. Do we want only farmers and food processors to be listed? What about restaurants and other food retailers?
4. What information do we want for each business entry: business / farm name; owner name(s); location address; phone number; website (if they have one); Products grown / produced; Season (when available); Where available?
5. What colour palette or scheme do we want to use (that works well with our logo)?
6. There will be a map in the Directory. Do we only want the listings identified on the map or do we also want to include the locations of, for instance, the emergency food services, the food and agriculture organizations?
7. What other content do we want besides the listings and the map? Farmers Market listing, fall / harvest festivals, editorials that help to build food literacy? Information about the FPC?

A Project Working Group was struck at that meeting from amongst the Council members and they plunged into the work, drawing on the direction provided by the Council at the November meeting. Having determined some of the larger design goals, the next big task was to hire a contractor with the necessary expertise to create an online platform that could serve multiple purposes:

- a survey that would gather the necessary information for each listing in the Directory
- additional questions to gather data for the regional food assessment
- an account structure for each business so that they can update their respective listing information annually, or as necessary
- an approval process for any listing / account to protect the site from hacking and to enable an administrator to restrict published entries to those doing business within the boundaries of the Regional District of Central Kootenay

- an export feature that will enable the download of all the necessary data for the print version of the Directory in a file format that meets the needs of the publisher
- a web-based version of the Directory that will be fully functional on a variety of devices, from computers to tablets to smart phones
- a visually appealing, intuitively functioning online version of the regional Farm & Food Directory.

The Project Working Group endorsed the hiring of a local web designer with a long history of developing websites for area non-profits. The web designer then worked closely with the Council Coordinator to develop and implement the Directory website, with regular input and advice from the Project Working Group as well as the print publisher.

Among the many facets of the project that required discussion and decisions along the way was how to protect the information of those who participate in the Directory. A Privacy Policy was created and posted on the website so that any businesses participating in the Directory will understand how, where, and by whom their information will be reviewed. A Terms of Use document was also created, conveying the scope and limitations of the website offerings. More mundane questions that arose included how to link the Directory with the branding and website of the Central Kootenay Food Policy Council, and how to visually convey the diversity of communities and farm products in the region.

Grant money covered the hiring of the web designer, registration of a domain name and hosting, promotion of the project, outreach to potential businesses, and staff time to develop content and work closely with the web-designer on form and function matters. The cost associated directly with the creation and publishing of the print version of the Directory was covered by revenue generated from advertising and handled separately by the publisher.

The membership of the Council, because it is distributed geographically across the Central Kootenay and brings connections to diverse sectors and organizations, was instrumental in helping to disseminate information about the Directory project and to encourage participation among farm and food entrepreneurs as well as potential advertisers. The Central Kootenay also has a range of newspapers serving different portions of the region, each of which

carried advertisements and articles about the Directory to help build enthusiasm and interest.

The Regional District of Central Kootenay provided in-kind support to the project, including agreeing to send out an invitation to participate in the Directory to every farm on their tax roll. This was a key contribution, providing targeted outreach to the farming community that would not otherwise have been possible. As was to be expected, of the 400+ registered farms in the Central Kootenay, approximately 10% had invalid postal addresses. This number was almost certainly increased by the fact that Canada Post recently changed postal addresses from Site and Compartment references to physical addresses.

The local publisher integrated the Directory into their annual print schedule so that it can be printed and distributed each year in the late spring / early summer just when fresh local products are beginning to hit the markets. The publisher has a network of distribution hubs for its other publications that enable broad distribution of the print Directory around the Central Kootenay. Members of the Council also took responsibility for ensuring that copies will be available at local venues and relevant events where they are located.

THE OUTCOME

The web-based platform to create the online Directory was launched in January, just two months after the project began, following weeks of intense work by the web designer and close oversight by the Council Coordinator. The primary platform for providing information suitable for a listing in the Directory was the online questionnaire integrated into the Directory website located at centralkootenayfood.ca. For those not inclined or able to connect with the internet, print copies of the questions were available. A few farmers asked for and received help entering their data through a telephone interview.

For some, the process of setting up an account, logging in and then entering their data was confusing. As a result a *Guide to creating an account and entering your business information* was created, posted on the Central

Kootenay Food Policy Council website page promoting the Directory, and emailed to those who requested it.

The final number of entries is 74 for the web version (as of late May 2018) and 72 for the print version (whose cut-off was the end of April). An optimistic target for the first year had been set at 125. For the print version, the lower number allowed more space for entries with lengthy information on their enterprise. There was also space for additional narrative content and information, such as a seasonal chart, recipes organized around the seasons, information about emergency food services and a schedule of food events. Both the web and the print version of the Directory contain a lot of information and each includes a map that conveys a respectable number of farms and food businesses across the region.

Appendix B contains the list of questions used to gather information on the various farms and food businesses in the Central Kootenay. The questionnaire designed to elicit the information for the Directory listings had a separate second section with questions related to the data we seek for our regional food systems assessment. This second section of questions is not obligatory and contains questions that, when answered, provide sensitive information about the businesses and their owners. Despite that fact and the additional 20 questions, 60% of the businesses that entered their information for the Directory also responded to at least some of the Assessment questions. This information enables us to set a baseline against which we can assess future data and monitor positive and negative changes in the status of businesses in the region. In collaboration with our academic and other research partners, it will also enable us to identify opportunities and need for support that could take the form of policy change, public education, or investment in our foodshed.

LESSONS LEARNED

Because the Directory is a project of the Central Kootenay Food Policy Council, which has aligned its boundaries with that of the Regional District of Central Kootenay, we chose to restrict the listings in the Directory to those who live and do business within those boundaries. However, the natural flow of food within the region does not necessarily adhere to those political

boundaries. So, for example, we had to refuse entry into the Directory for two nearby farms, one in Fruitvale and one in Rossland. Local food buyers in the Central Kootenay may readily source food from these communities due to proximity and range of offerings. Nevertheless, for this year at least, the decision was taken to exclude their farms from the Directory, despite a history within the Council to cooperate across political boundaries.

The website was set up so that each person could enter their list of products and crops. Each product entered by the business owner was tagged so that it could then be searchable. We discovered after the fact that without some additional tweaking of the programming, "swiss chard" and "chard" are separate tags and therefore do not cross reference in a search. There is also great diversity amongst the various businesses in how they chose to list their products – some are grouped (mixed vegetables, dairy products), while others are very specifically named. This again raises issues with the product search feature on the website and points to the wisdom of perhaps enforcing standardized names for at least the common crops and products. We will factor this in when we prepare for next year's Directory outreach.

The design discussions were sometimes slightly contentious and political, particularly when it came to what imagery to use that would not leave any one sector or part of the region feeling left out. It is somewhat inevitable that, despite best intentions, some may not see their product or region as being adequately represented. For the web version of the Directory, the banner image is from the Creston valley, the primary agricultural community in the region. Other regions and sectors are captured in the images used on the home page for the main menu items. The print version contains more images, with the cover photo of a mixed crop vegetable farm. Over time and with annual changes in imagery in the print version, it is hoped that people will truly come to see the Directory as representing and serving the entire Central Kootenay.

Partnerships were key to the success of this project in creating the initial Directory and for the long term assessment of the health of the food systems. Having a well-established and known local publisher with an enthusiasm for the project was a real benefit to the project, ensuring that any challenges were met head on and resolved with good will and creativity. The reach of the members of the Council through their respective organizations, communities

and sectors also benefitted the project and the quality of the Directory. The Council members who sat on the Project Working Group collectively contributed many years of direct experience working in the food systems and communities of the Central Kootenay, put in many volunteer hours, and contributed thoughtfully, creatively and constructively to the project. And lastly, relationships with research partners and other organizations committed to enhancing the region's food system contributed to the quality of the information gathered. They also helped to generate the momentum and support for the immediate and longer-term objectives of the Directory and regional food systems assessment project.

FINAL THOUGHTS

For many there is a natural mistrust of anything that comes for free but we know that marketing can too often be a luxury that small businesses cannot afford. We expect to be able to continue to offer free listings in the Directory each year to Central Kootenay farmers and food entrepreneurs. And we believe that the number of participants and entries will climb over the next few years as people experience the value in having a print and virtual aggregation of information featuring the wealth of food produced in the Central Kootenay.

Maintaining and formalizing the relationships with academic partners will be important for the longer term and productive interpretation of the data that we will gather over time. It will be necessary to ensure that our mutual needs are understood and met through the collaboration. The Council has been in regular communication with Kent Mullinix, the Director of the Institute for Sustainable Food Systems at Kwantlen Polytechnic University, whose proposal to undertake a bioregional study of the food systems of the Columbia Basin aligns well with our initiative.

In addition, it will be important to keep the interest and participation of partners who can work with the Food Policy Council to act on the research and analysis findings. We do not anticipate that this will be difficult and have ready partners already in place in the form of the recently launched Kootenay Boundary Farm Advisors, the Columbia Basin Trust and their agriculture initiative, the Regional District of Central Kootenay, and the organizations of

our Council members, including the West Kootenay Permaculture Co-op, and Fields Forward.

With seed funding from PlanH and from the Investment Agriculture Foundation, we were able to set up the technical systems and networks to enable a low cost, easily maintained online platform. Through our Council members and outreach to area farm and business organizations, we will be able to encourage food entrepreneurs in the Central Kootenay to update their listings annually, which will be done through the website using their respective accounts. The partnership with a locally based publisher will enable us to produce a high quality, visually appealing print version each year to complement the online Directory.

Through this initiative, the Central Kootenay Food Policy Council has heightened our profile in the region, which is important for a fledgling organization focused on policy, a rather obscure area for most people. We have also fulfilled some of the recommendations in the Regional District's Agriculture Plan, namely:

- that the RDCK assess and initiate mechanisms to expand local market options for regional food;
- that the RDCK encourage the creation of a regional food and farm marketing program that includes regional food and seasonality guides.

Lastly, the Food Policy Council draws on numerous reports generated by and from communities in the Central Kootenay to guide its priorities and work planning. The various reports explore climate adaptation, food insecurity, and agricultural economies, among other issues affecting the vibrancy of our communities. Many of the reports recommend improving access to local food through education, marketing platforms for area producers, and encouraging eating locally as means to improve the food security and agricultural economies of the Central Kootenay.

We are pleased that this Directory will contribute to these efforts. The data gathered each year from area food producers will also guide the future work of the Council, helping us to identify areas for policy improvements and program needs that we can catalyze or undertake with our Council members' organizations and other collaborators.

APPENDIX A

Questions for the Directory and Assessment

1. Business Name (required)
2. Brief story about the farm/business (required): Describe your business in ways that will entice the potential buyer to seek out your product. Share the story of your food and how it is produced. (100 – 200 words)
3. Business Categories: Please check any business categories that apply to your enterprise. Farm Gate Sales as a category includes CSAs (Community Supported Agriculture), farm stores, or other direct to the consumer avenues. If you are both a farm and a processor, please check both. You can elaborate in the story about your business, if you wish. (Farm, Processor, Certified Organic, Farm Gate Sales, Wholesale Only)
4. Product List: choose from the list in the box on the right or add your own. If you are doing small volumes of a number of items, you can list them as "mixed vegetables" or "(tree) fruit", for example.
5. Owner Name(s): If entered, the owner name(s) will appear in the printed and online version of the directory.
6. Address: This is not required, unless you want buyers to come to your place of business.
7. Community (required – name of village, town, rural area)
8. Location (for map): Type either your full address or, if you do not want people visiting your place of business, just your community name, into the white box below.
9. Where your Products are available: This need not be an exhaustive list, but should include the main outlets where your products can be purchased. If you name a grocery chain (for example, Safeway), please indicate which town(s).
10. When your Products are available (required): radio button selection of spring, summer, fall, winter, year round.
11. Image upload: If you wish, you can upload an image from your computer. This image will be featured on your directory listing page. Please make sure your image is at least 1000px wide.
12. Website
13. Facebook Page
14. Email
15. Phone
16. I agree to have the information published in the online and print version of the Central Kootenay Farm and Food Directory (required): Yes / No radio button.

The questions below are OPTIONAL but we encourage you to complete them. Your answers to the questions below will NOT ever be published in the print or online version of the Directory.

The information you provide below will help the Council to monitor the health of our region's food systems and to intervene where necessary and helpful. As an example, the information provided could potentially contribute to developing certain infrastructure or support services for food producers in our region, or identify where local government policy could be improved to support food businesses.

Information provided in response to the questions below will have all identifying characteristics stripped out before sharing with any external bodies who may assist the Central Kootenay Food Policy Council in analyzing the data. Please review our Privacy Policy and Terms of Use for more information.

If you are a processor only, please only respond to the questions that apply to your operation.

17. Age of primary owner / operators
18. Number of family members who work in the business
19. Number of FULL TIME employees (including owners)
20. Number of PART TIME employees
21. Number of SEASONAL employees
22. Acres Owned
23. Acres Leased
24. Acres under production (owned / leased)
25. How many of the above Acres (under production are in the ALR?
26. Gross sales last year
27. Farm income last year
28. Income from processed products (if relevant)
29. Please indicate the percentage (estimate) of your sales by sales channels.
30. Are you planning on expanding production? If yes, please describe.
31. Are you planning on scaling back production? If yes, please explain why.
32. Infrastructure owned on site (tractors, coolers, long term storage, etc)
33. Do you share any assets with others?
34. Infrastructure needed on site.
35. Regional infrastructure needed
36. How far would you travel to access shared infrastructure?

APPENDIX B

**Guide to creating an account and entering your
business information in the**

Central Kootenay Farm & Food Directory

**CENTRAL
KOOTENAY**



**FOOD POLICY
COUNCIL**

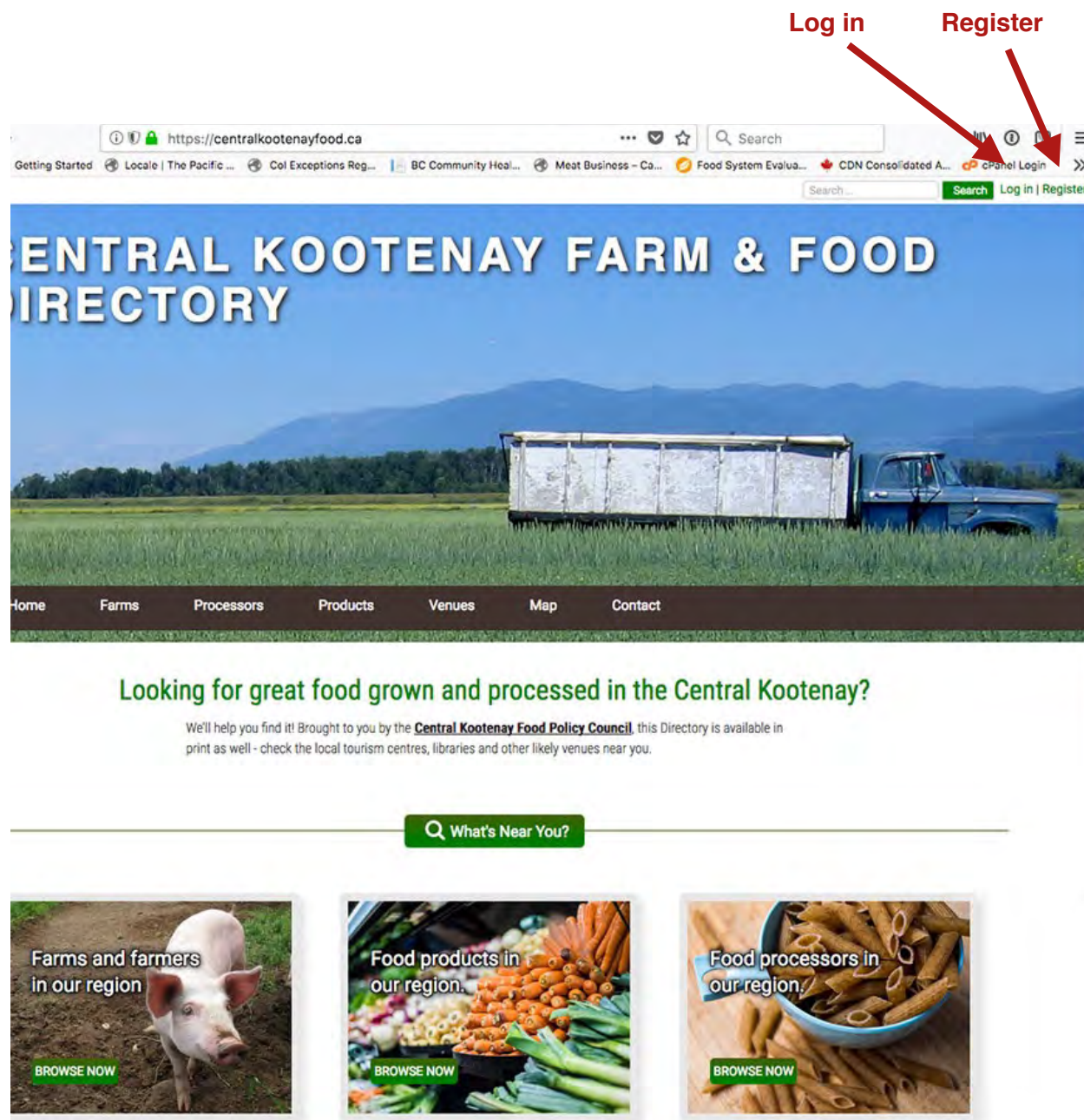
Fostering a just and
vibrant food system

STEP 1: SETTING UP AN ACCOUNT

To enter your business in the Central Kootenay Farm & Food Directory, you will need to first set up an account. By setting up an account, you can manage the listing of your farm products as they change. Normally you will do an annual update. **To have your business listed in the print version of the Directory, you must update your information by February 28th each year.** The online version of your business information can be updated at any time.

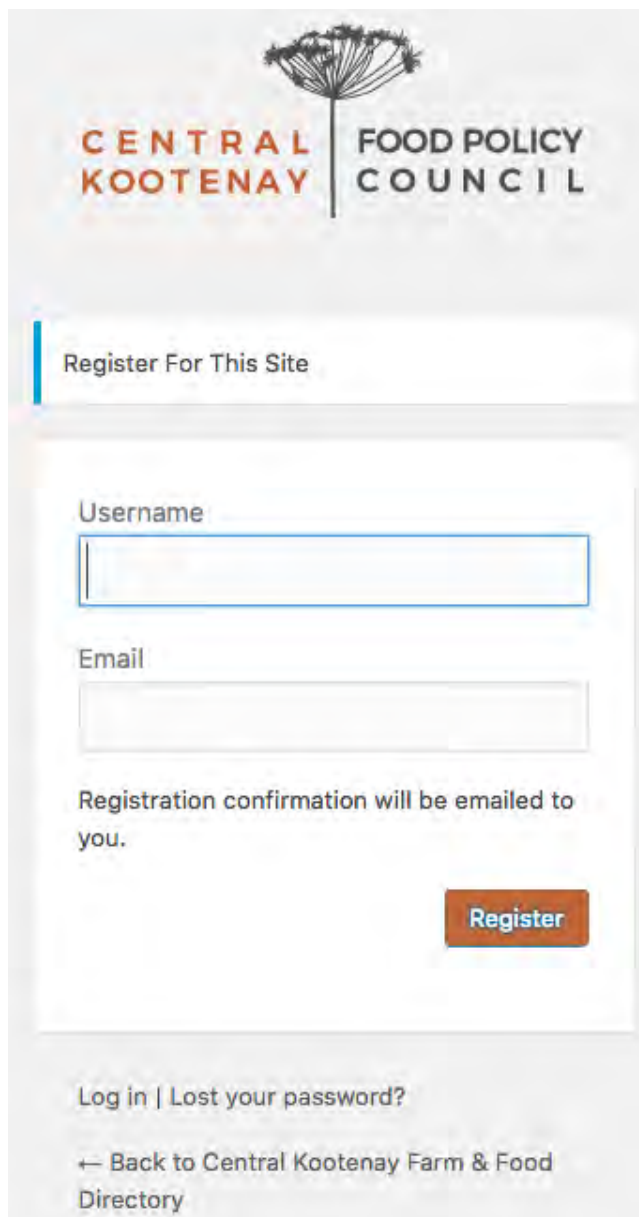
On your computer browser, go to www.centralkootenayfood.ca

The web page that will appear will look like the one below. If this is your first time on the Directory site, you will need to first Register. **If you are returning** to edit or update your information, you will click on “Log in” rather than “Register”.



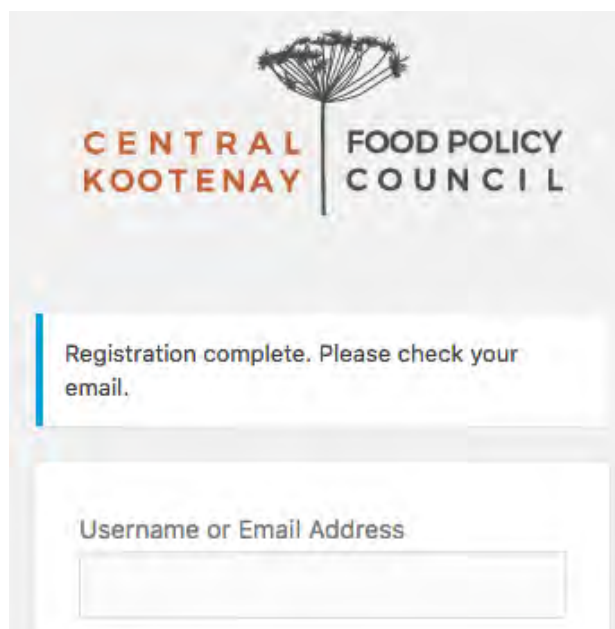
Guide to creating an Account

After you click on Register, the page below on the left will appear. **Choose a Username** that you will be able to remember and that makes sense in association with your business. You can use your business name, as that may be the easiest way to remember your account information.



The registration form features the Central Kootenay Food Policy Council logo at the top. Below the logo is a section titled "Register For This Site". It contains two input fields: "Username" and "Email". Below the "Email" field, a message states "Registration confirmation will be emailed to you." At the bottom right of the form is a blue "Register" button. At the bottom left, there are links for "Log in | Lost your password?" and a back button labeled "← Back to Central Kootenay Farm & Food Directory".

Enter an email address that you use regularly and then click the **Register** button at the bottom. After you have clicked on the Register button, and your information has been entered into the website database, the page below will appear, confirming your registration. This may take a minute or so.



The confirmation page displays the Central Kootenay Food Policy Council logo at the top. Below the logo, a message states "Registration complete. Please check your email." At the bottom, there is a search bar labeled "Username or Email Address".

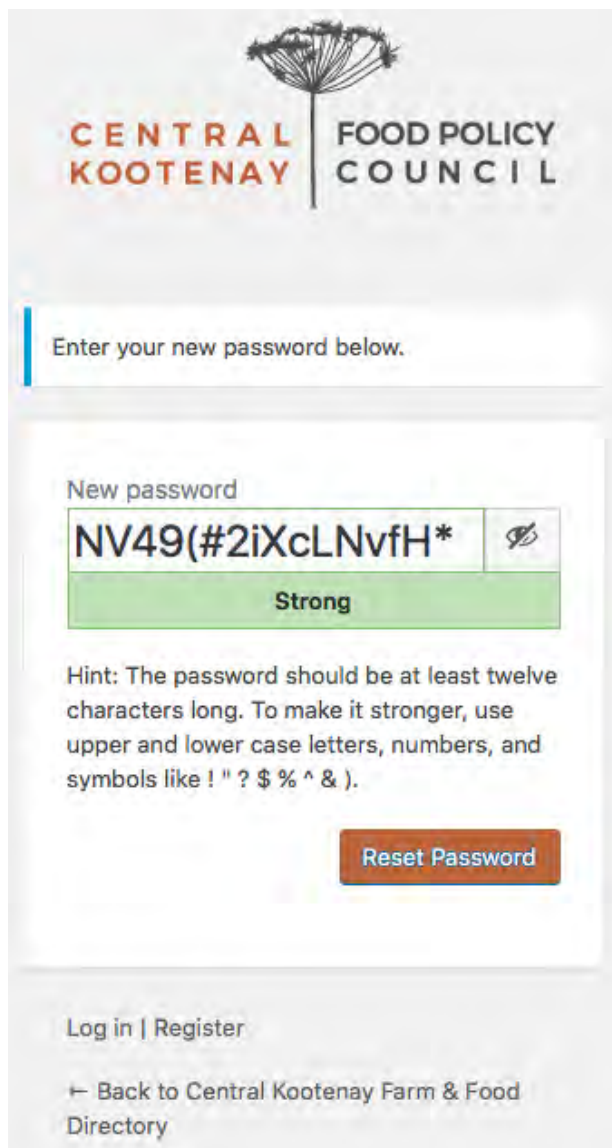
As indicated in the text below the "Email" block, you will be sent an email that will confirm your registration. Go check your email.

The Email you receive will have in the subject line the following text:
[Central Kootenay Farm & Food Directory] Your username and password info

In the body of the email will be the Username that you chose, and a link that will take you to a page where you will be able to enter a password of your choosing.

STEP 2: CHOOSING A PASSWORD

When you click on the link in the email, you will be taken to a page that looks like this image below.



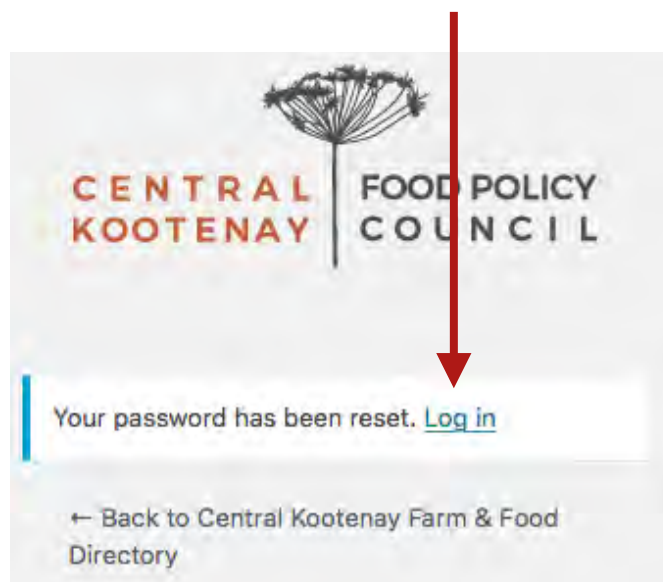
The screenshot shows the Central Kootenay Food Policy Council logo at the top. Below the logo is a blue bar with the text "Enter your new password below." Underneath this is a "New password" section. It features a text input field containing the suggested password "NV49(#2iXcLNvfH*", a strength indicator showing "Strong" in a green box, and a hint: "Hint: The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ &)." At the bottom of this section is a blue "Reset Password" button. At the very bottom of the page are links for "Log in | Register" and "← Back to Central Kootenay Farm & Food Directory".

A suggested password will be in the password block - you can choose to keep it or replace it with one of your own. Your password should be a minimum of 12 characters long and contain a combination of letters, numbers and symbols.

If you choose to keep the suggested password, simply click on the Reset Password button. If you want to use your own password, click in the New Password box, and type in your chosen password. Then click the Reset Password Button at the bottom.

Please make sure to write down, someplace safe, your username and password for future reference.

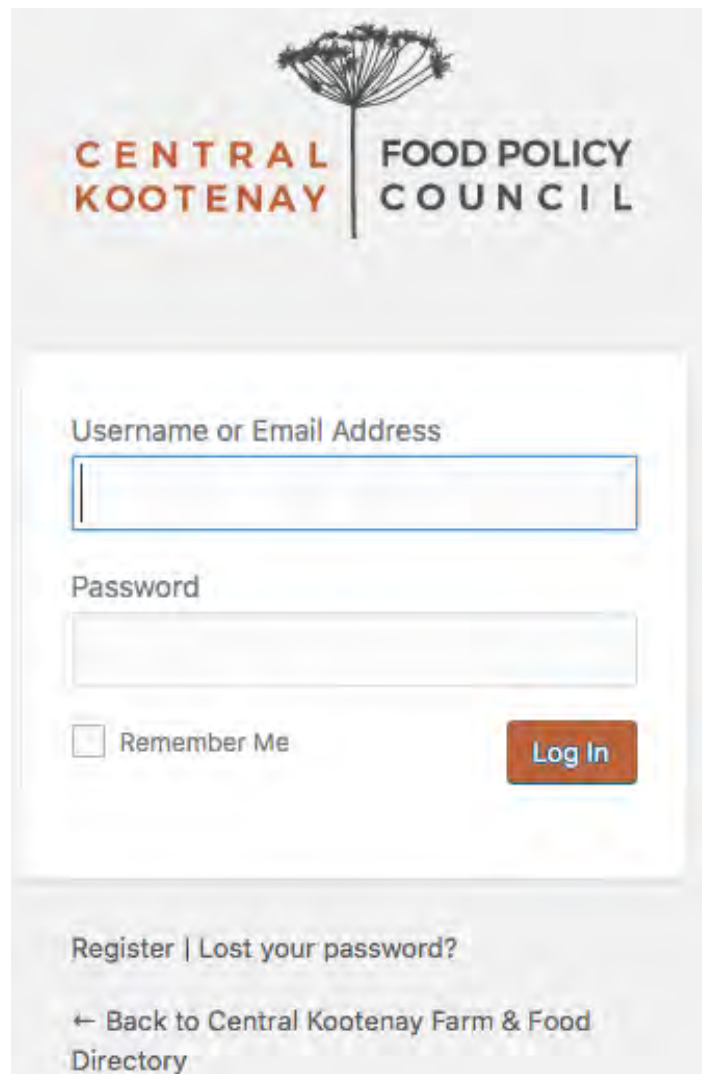
After you click on Reset Password, you will be taken to a page that looks like the image below. Click on the blue "Log in" link.



Guide to creating an Account

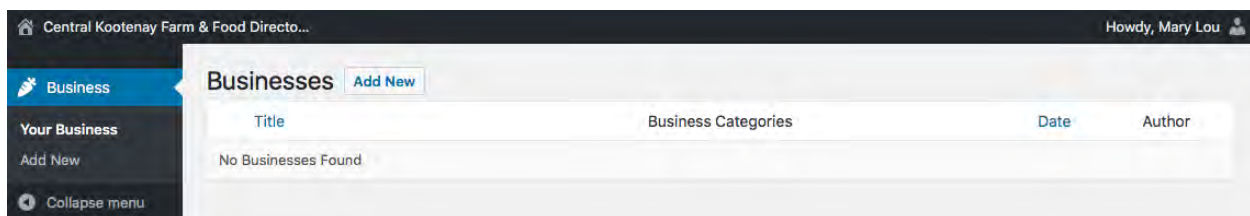
STEP 3: LOGGING IN

After clicking on the blue Log In link, you will see a page like the one on the right. Enter the Username you chose and your new password. Click Log In.



The image shows the login page for the Central Kootenay Food Policy Council. At the top is the organization's logo, which features a stylized dandelion seed head above the text "CENTRAL KOOTENAY" in orange and "FOOD POLICY COUNCIL" in black. Below the logo is a white login box with a light blue border. Inside the box, there are two input fields: "Username or Email Address" and "Password". Below the password field is a checkbox labeled "Remember Me". To the right of the checkbox is a blue "Log In" button. Below the login box, there are links for "Register" and "Lost your password?". At the bottom of the page, there is a link that says "← Back to Central Kootenay Farm & Food Directory".

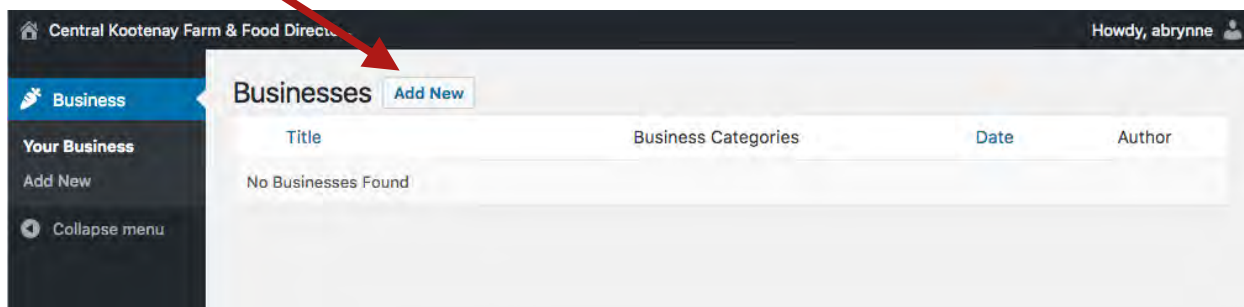
After you click Log In, you will be taken to the main page for entering a new Business or for updating your existing business account. The top of that page will look like the image below. In the top left hand corner, you will see the message "Howdy", followed by your Username.



The image shows the main page of the Central Kootenay Farm & Food Directory. At the top, there is a dark header bar with the text "Central Kootenay Farm & Food Directo..." on the left and "Howdy, Mary Lou" on the right. Below the header bar is a sidebar with a dark background and white text. The sidebar has a "Business" section with a blue icon, a "Your Business" section with a "Add New" link, and a "Collapse menu" button. The main content area has a light blue background. It features a "Businesses" section with an "Add New" link. Below this is a table with columns for "Title", "Business Categories", "Date", and "Author". The table currently shows "No Businesses Found".

STEP 5: ADDING YOUR BUSINESS

To enter your business (farm or food processor), click on the “Add New” to the right of the text “Businesses”.



After you click on “Add New” the full form will appear, the top of which will look like the image below.

A screenshot of the 'Add New Business' form. The form is titled 'Add New Business'. It has a sidebar on the left with 'Business', 'Your Business', 'Add New', and 'Collapse menu'. The main form area has a title input field, a text area for a 'Brief story about the farm/business' (with a note to describe the business in 100-200 words), a 'Business Categories' section with a list of categories (Certified Organic, Farm, Farm Gate Sales, Food Processor, Wholesale Only) and a 'Submit for Review' button. On the right, there's a 'Publish' section with 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and a 'Submit for Review' button. A red arrow points from the text below to the 'Business Categories' list.

In the text box under “Add New Business”, **enter the name of your business, exactly as you wish it to appear in the Directory** (both in print and the online version).

In the box below your Business name, enter a brief description or story about your business. It is up to you what you would like to enter into the story box, but it should inform readers about your business and, ideally, make them more interested in purchasing your products. Examples would be the story of the origins of your business, what management practices you use (free range, organic, etc), if it is a family business etc.

On the right of the page, **you must pick a Business Category** from the list. Depending on your operation, you may choose more than one.

STEP 6: PRODUCT LIST

Customers who will be using this Directory will want to know what kinds of products you have available, when they are available, and where they can be obtained. You can choose from the list choose from the list of most use products (click on the link below the Products box) or add your own items if they are not in the list.

Product List: choose from the list in the box on the right or add your own. If you are doing small volumes of a number of items, you can list them as "mixed vegetables" or "(tree) fruit", for example.

Owner Name(s)
If entered, the owner name(s) will appear in the printed and online version of the directory.

Address
This is not required, unless you want buyers to come to your place of business.

Products

Separate Products with commas

[Choose from Most Used Products](#)

[apples](#) [blackberries](#) [grain](#) [greens](#)

[Heirloom tomatoes](#) [melons](#) [nuts](#)

[perennial herbes](#) [root crops](#) [squash](#)

[stoneground flour](#) [tree fruit](#) [watercress](#)

If you wish your name(s) to appear in the Directory, please type them into the **Owner Names** box. This box is intended for those who run the operation, whether it is a farm or processing business. This is encouraged since it will enable any interested buyers to know from whom they wish to buy products.

Your physical address can go in the **Address Box**. This is not a required piece of information but if you expect that anyone will need to come to your place of business to purchase food, it is a good idea to put your physical address in the box. If, however, you do NOT want people coming to your place of business, leave this blank.

Text boxes that have a red asterix next to them, are required to be completed.

STEP 7: LOCATION


The Directory includes a map to show people where food is being produced in the Central Kootenay. Even if you chose to not put your physical address in the box above, please do include your community's name.

To enter your location on the map, if you wish people to come directly to your place of business if they so choose, enter your full physical address. If you do not want them to come to your place of business, enter your community's name followed by a comma and BC, in the text box immediately above the map.

Community *
ie. Salmo, Burton, Wynndel

Location on Map
Type either your full address or, if you do not want people visiting your place of business, just your community name, into the white box below. Alternately, you could select your address on the Map below.

Search for address...



Map data ©2018 Google Terms of Use Report a map error

STEP 8: PRODUCT AVAILABILITY

Customers and Buyers will want to know where and when your products are available. Enter any locations where they are available in the text box and then click on the times of the year when your products are available. It need not apply to every one of your products but how much of the year you are able to sell products.

Where your Products are available

This need not be an exhaustive list, but should include the main outlets where your products can be purchased. If you name a grocery chain (for example, Safeway), please indicate which town(s).

ie. Kootenay Coop, Save-on Foods, CSA, On Farm

When your Products are available *

- ☐ Spring
- ☐ Summer
- ☐ Fall
- ☐ Winter
- ☐ Year Round

STEP 9: IMAGE

If you wish, you can upload an image that in some way captures your operation. It can be a photo of your farm or of a line-up of your products. Or of the business owners. It is your choice, as long as it relates to your business. You click on the “Add image” button and then go to the location on your computer where the image is saved. It is good to know that location before you click on the “Add Image” button.

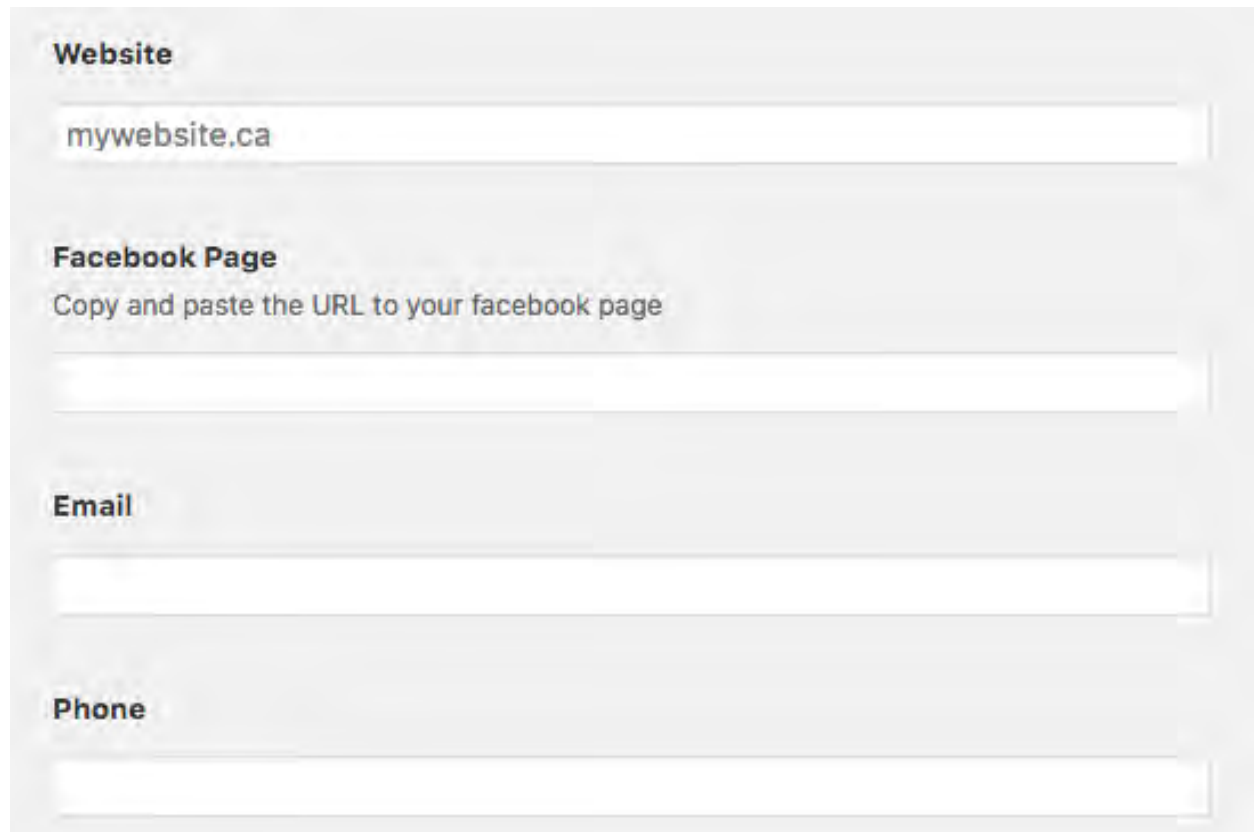
Image

If you wish, you can upload an image from your computer. This image will be featured on your directory listing page. Please make sure your image is at least 1000px wide.

No image selected

STEP 10: CONTACT AND SOCIAL MEDIA INFORMATION

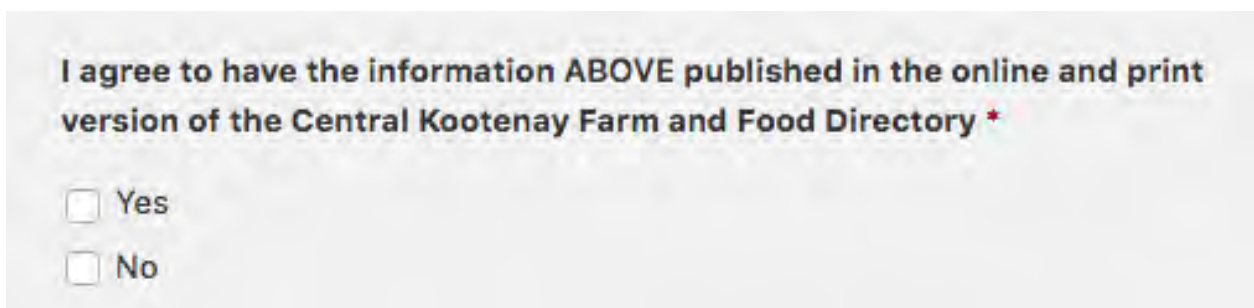
If you have a business website or Facebook page, you can have them listed in the directory. You can also include your email and phone, if you wish people to be able to contact you using those media.



The form is titled "Website" and contains a text input field with the value "mywebsite.ca". Below this is a section titled "Facebook Page" with the instruction "Copy and paste the URL to your facebook page" and an empty text input field. The next section is titled "Email" and has an empty text input field. The final section is titled "Phone" and has an empty text input field.

STEP 11: PERMISSION TO PUBLISH YOUR INFORMATION

We cannot and will not publish any of your information if you do not click on the yes box below the statement agreeing to have your information in the Directory.



The form contains a statement: "I agree to have the information ABOVE published in the online and print version of the Central Kootenay Farm and Food Directory *". Below the statement are two radio button options: "Yes" and "No".

STEP 12: ADDITIONAL INFORMATION

Below the permission to publish is an additional set of questions. The answer to these questions will never be published publicly. They are encouraged but not obligatory.

The questions below are **OPTIONAL** but we encourage you to complete them. Your answers to the questions below will **NOT** ever be published in the print or online version of the Directory.

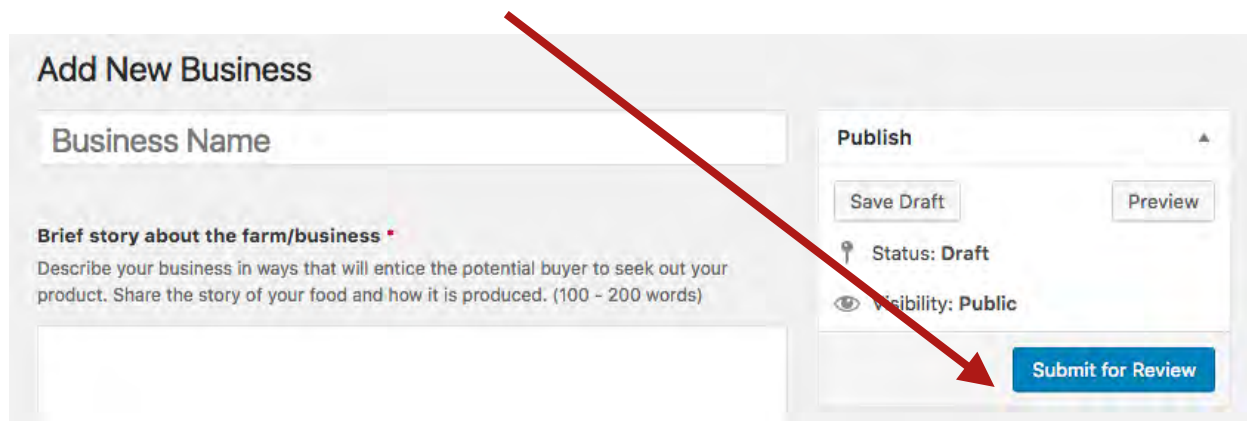
The information you provide below will help the Council to monitor the health of our region's food systems and to intervene where necessary and helpful. As an example, the information provided could potentially contribute to developing certain infrastructure or support services for food producers in our region, or identify where local government policy could be improved to support food businesses.

Information provided in response to the questions below will have all identifying characteristics stripped out before sharing with any external bodies who may assist the Central Kootenay Food Policy Council in analysing the data. Please review our Privacy Policy and Terms of Use for more information.

If you are a processor only, please only respond to the questions that apply to your operation.

STEP 13: SUBMIT FOR PUBLISHING

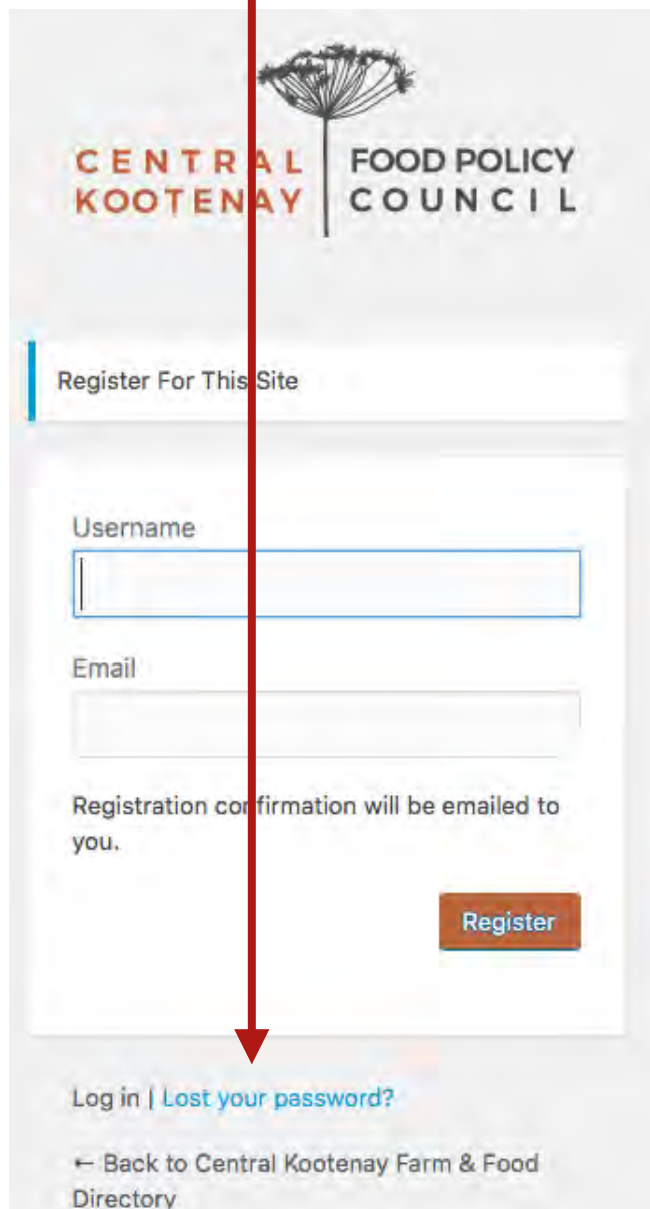
All new Businesses will be reviewed and approved by the Directory administrator. To have your business included in the Directory, you must **scroll to the top of the web page** and click on the **Submit for Review button** at the top right hand side.



The screenshot shows the 'Add New Business' form. On the left, there is a text input field for 'Business Name' and a larger text area for 'Brief story about the farm/business'. The text area has a placeholder: 'Describe your business in ways that will entice the potential buyer to seek out your product. Share the story of your food and how it is produced. (100 - 200 words)'. On the right, there is a 'Publish' section with a dropdown menu. Below the dropdown are buttons for 'Save Draft' and 'Preview'. Below these are status indicators: 'Status: Draft' and 'Visibility: Public'. At the bottom right of the 'Publish' section is a blue button labeled 'Submit for Review'. A red arrow points from the top right of the page towards this button.

TROUBLESHOOTING

If you lose track of your password, you can enter your email address and be sent a link to create a new one.



CENTRAL KOOTENAY FOOD POLICY COUNCIL

Register For This Site

Username

Email

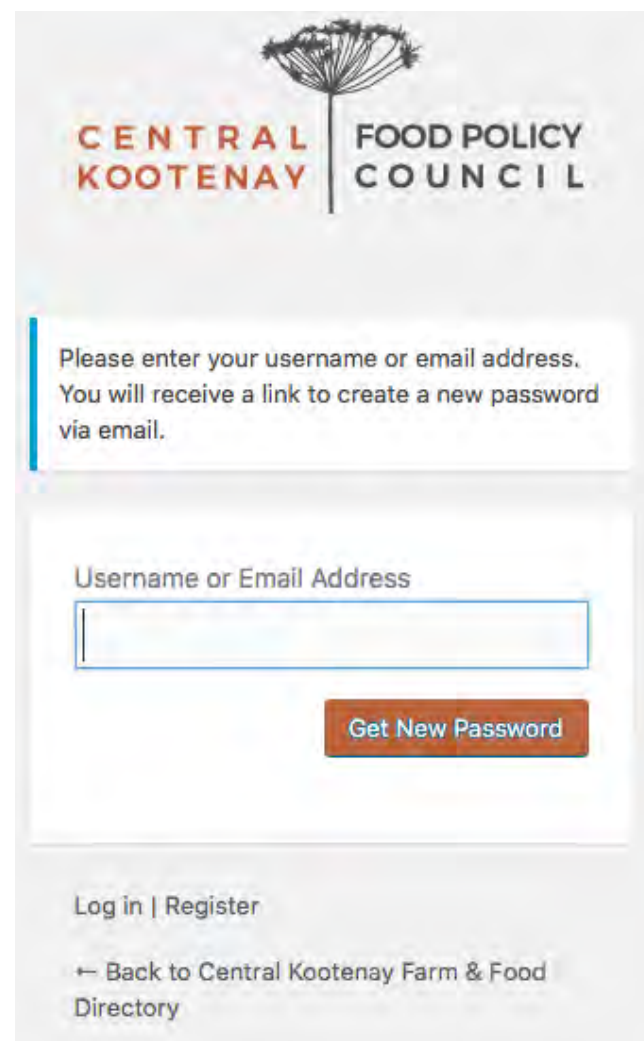
Registration confirmation will be emailed to you.

[Register](#)

Log in | [Lost your password?](#)

[← Back to Central Kootenay Farm & Food Directory](#)

After clicking on the Lost your password link, you will be taken to a page that looks like the image below. Simply enter your email address (the one that you used to create your account) and you will be sent a link to create a new password.



CENTRAL KOOTENAY FOOD POLICY COUNCIL

Please enter your username or email address. You will receive a link to create a new password via email.

Username or Email Address

[Get New Password](#)

Log in | Register

[← Back to Central Kootenay Farm & Food Directory](#)

NEED MORE HELP? Email: info@ckfoodpolicy.ca Phone: 250.352.5342

Guide to creating an Account

This Guide is part of a Regional Food Directory and Assessment Project being run by the Central Kootenay Food Policy Council. We are grateful for the support of our partners, members and our funders of this Project:

This project was funded in part by Agriculture and Agri-Food Canada and the Government of British Columbia through the Agri-Food Futures Fund. This program is delivered by the Investment Agriculture Foundation of B.C.

DELIVERED BY

FUNDING PROVIDED BY



Funding was also provided by Plan H. The PlanH program supports local government engagement and partnerships across sectors for creating healthier communities. PlanH is implemented by BC Healthy Communities Society.

