



*Working with farm & city  
To cultivate a local,  
sustainable food system.*

### **Final Report on OSDP Project 1-086.**

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### **SEED PROMOTION PROJECT**

FarmFolk/CityFolk's "seed team", Heather Pritchard, Patrick Steiner, Susan Davidson, Chris Wells, Arthur Ralfs and Robin Wheeler meet monthly by phone to inform and direct the ongoing work of building BC's organic seed capacity. Through the BC Seeds website, <http://www.bcseeds.org/>, they offer commercial growers as well as backyard gardeners access to local organic seeds and a link to resources that support local seed production.

### **With funding from OSDP, The Seed Promotion Project 1-086 promoted British Columbia Certified Organic seeds in the following ways:**

**Updated BC organic seed database on <http://www.bcseeds.org/> with current seed listings for the 2008 season.** This database is open to all organic seeds grown in BC. Currently there are nine commercial companies listed on the site. Although the list, at this time, does not include West Coast Seeds, the group has agreed that West Coast can list the organic seeds they offer as long as it is clear they were grown in BC. Arthur, Chris and Patrick have worked together to make entry easy for the seed growers. When support is needed, they help adapt the grower's data for the web site. It has been very helpful to have Patrick test the system to assure that it is user friendly. What we know about seed sales this year is that many growers started selling out early. Whereas we do not claim credit for this, the

growers believe that listing their seeds on the BC Seeds web site has certainly directed customers to their business.

### **An electronic and print-based listing of retailers across the province who carry BC organic seeds.**

Chris Wells phoned all the growers to find out how and where they marketed their seeds and created a list of retailers across the province that carry BC organic seeds. The list appears on the website organized into geographic regions. Periodically, members of the group have communicated updates to the website through the bcseedgrowers and the coabc listservs.

### **A bookmark and/or pamphlet**

Susan created a pamphlet that describes the work of BC Seeds. Instead of a bookmark, she designed, and we printed, seed packages that advertise the BC Seeds website. They were distributed widely at Seedy Saturdays across the province. The empty seed packages are particularly popular as they can be used to hold the growers own seeds as well as seeds they collect and trade with other growers. We filled the packages with seeds donated by Patrick and gave them away at events. They were also available at Get Local events and at FarmFolk/CityFolk's information tables.

### **Vancouver public forums/events promoting BC organic seed sources**

On February 23, 2008, piggybacking onto Seedy Saturday, FarmFolk/CityFolk partnered with USC on a Spring Seed Promotion. USC is a non-profit organization that promotes seed conservation and sustainable agriculture in the global South through its Seeds of Survival program. The promotion included viewing an excerpt of USC's about to be released film Hijacked Future. It was an opportunity for USC to invite their BC members to meet the film director, enjoy an evening of fine local food and wine and learn about both USC and FarmFolk/CityFolk's programs. Heather talked about FarmFolk/CityFolk's role in supporting local seeds and Patrick tied our local seed saving initiatives to the global context and work that USC does. The evening was considered a success and opened up the opportunity for future joint work. The combination of local organic seed promotion, and global seed conservation helped build a strong alliance between the BC organic seed growing community and a national organization, USC Canada.

The second event was the Seed growers' Open-Space Workshop at VanDuesen Gardens. Susan Davidson organized the event in cooperation with Lynne Christmas. VanDuesen provided the space and Lynne provided a list of participants attending Seedy Saturday. The meeting took the form of a lively

roundtable exchange around an early light supper, offering seed growers from across the province, an opportunity to meet before travelling back to their communities.

### **Display boards and supporting promotional material for events like Seedy Saturday and COABC Conference.**

Susan and Michael (FarmFolk/CityFolk) designed and produced several copies of a small folding display that could accompany members of the seed group and/or could be mailed out to other organic growers attending Seedy Saturdays in their community. It was also on display at the 2008 COABC Conference and AGM. The display works well. It is light, inexpensive and fits on a small table. In addition, some of the design components were duplicated and incorporated into a general seed panel as part of FarmFolk/CityFolk information display. The seed packages, pamphlets and manual accompanied the display.

### **Manual: Small-Scale Organic Seed Production**

New this year is BC Seed grower Patrick Steiner's just published first seed growing book: Small-Scale Organic Seed Production. This publication is not so much a "how-to" of seed growing as it is a "what to expect" when embarking on a journey of seed growing. Patrick interviewed several small-scale seed growers from Canada and the United States to get a glimpse of their experience over the years - their successes, their challenges, and what to expect in the future. Their stories are inspiring and do a wonderful job of preparing the reader for the world of seed growing. Copies of the manual, funded by a previous Organic Sector Development Program grant, was mailed out to the press and to libraries and distributed at Seedy Saturdays and the COABC Conference and AGM.

Submitted by; Heather Pritchard



for FarmFolk/CityFolk

November 29, 2008

<b>OSDP-FFCF- Seed Promotion Budget</b>		<b>Budget</b>	<b>Actual</b>				
	Cash Costs	<b>Cost</b>	<b>Cost</b>				
2008 organic Seed database	3000	3,000	3,914				
Vancouver promotional events. 2 public forums	5900	5,900	6,259				
List of retailers who carry BC organic seeds	1000	1,000	382				
bookmark "10 reasons to buy BC organic seeds	1500	1,500	791				
display boards	500	500	791				
		<b>11,900</b>	<b>12,136</b>				
<b>Expenses</b>	11900	<b>Budget Cash</b>	<b>Actual Cash</b>	<b>Budget In-kind</b>	<b>Actual In-kind</b>	<b>Budget Total</b>	<b>Actual Total</b>
2008 organic seed database		1,650	2,059	850	491	2,500	2,550
2008 database: tracking hits and summary report		330	348	170	465	500	814
Vancouver promotional events:-booking 2 forums, organization, honorariums, etc		3,650	4,336	1,750	1,628	5,400	5,964
media release and promotion of public forums in Vancouver		400	260	100	35	500	295
research for list of retailers carrying BC organic seeds		500	275		107	500	382
formatting for list to upload on website		330	275	170	275	500	550
bookmark: development of content and layout/design		250	231	250	90	500	320
bookmark: printing and distribution		1,000	231		240	1,000	470
display boards		500	641		150	500	791
		<b>8,610</b>	<b>8,655</b>	<b>3,290</b>	<b>3,481</b>	<b>11,900</b>	<b>12,136</b>

<b>Contribution Sources</b>	<b>Budget Cash</b>	<b>Actual Cash</b>	<b>Budget In-kind</b>	<b>Actual In-kind</b>	<b>Budget Total</b>	<b>Actual Total</b>
FF/CF -Vancouver promo events, bookmark layout/design	400	1,000	500	605	900	1,605
Arthur Ralfs - database/web construction			1,190	812	1,190	812
Patrick Steiner - co-ordination public events			600	106	600	106
<b>Other Sources- Organic Friends of the Future</b>		750			-	750
USC Canada-Vancouver promo events	2,500	2,712	1,000	440	3,500	3,152
Organic Sector Development Program request		5,710			5,710	5,710
	<b>8,610</b>	<b>10,172</b>	<b>3,290</b>	<b>1,964</b>	<b>11,900</b>	<b>12,136</b>