

Canada's **FOOD ISLAND** PRINCE EDWARD ISLAND



Food Island Partnership Strategic Plan
(2021 to 2024)

Executive Summary

Prince Edward Island is Canada's Food Island. People in the province have been growing and harvesting food for decades and, in more recent history, have focused on adding value through further processing to create premium food products; selecting PEI food products for menus in restaurants across the province; and organizing events that celebrate various harvests throughout the year.

Food Island Partnership is the organization dedicated to growing the food & beverage industry in the province and this strategic plan outlines the organization's roadmap over the next three years.

This plan builds on the vision of the industry-led Board of Directors in 2018 to focus work on three core areas and resulted in the development of programs for companies from start-up to mature companies, increased collaboration across the industry, and positioned the organization to help navigate the industry through the covid-19 pandemic.

Over the next three years, the organization will focus on:

- **Building on the Foundation** of activities and programs developed to-date to complete the continuum of infrastructure to support company growth; ensuring programming supports the needs of food companies; and developing industry projects that look forward and address industry-wide issues.
- **Increasing Awareness** on PEI being recognized nationally as "Canada's Food Island" by celebrating the successes of PEI food companies and food cluster partners; leveraging partnerships with industry groups; and increasing communications on the full suite of services and programs in the PEI food innovation cluster.
- **Being nimble in an everchanging world**, during and after the covid-19 pandemic, including adjusting existing projects depending on the changing environment; working with industry and government on Covid-19 recovery programs; and continually seeking trends, innovations and working on partnerships to ensure industry is forward looking.

In three years, upon completion of this strategic plan, PEI will:

- Have a continuum of built infrastructure and programs to support food companies from ideation to scale-up;
- Be nationally recognized as Canada's Food Island – a locale that grows, harvests, and creates premium food & beverage products and is a destination for culinary tourism visitors; and,
- Have food companies that come out of the pandemic stronger, more resilient and positioned to grow.

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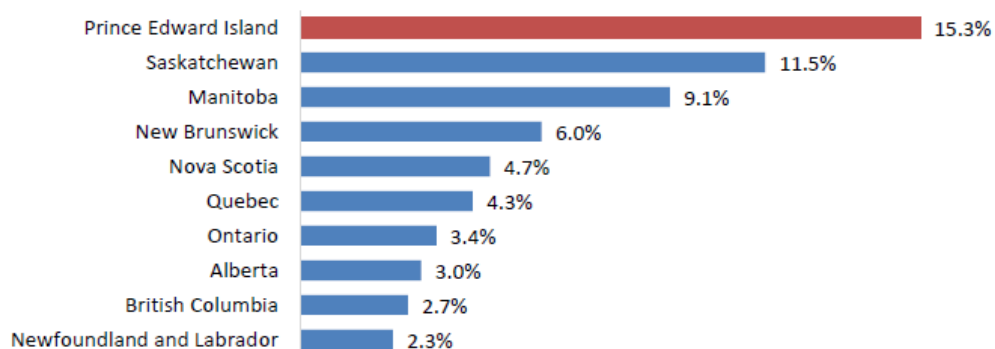
Food Island Partnership (FIP) is the organization dedicated to growing the food & beverage industry¹ on Prince Edward Island and this strategic plan outlines the organization's roadmap over the next three years.

Prince Edward Island is Canada's Food Island

People in the province have been growing and harvesting food for decades and, in more recent history, have focused on adding value through further processing to create premium food products; selecting PEI food products for menus in restaurants across the province; and organizing events that celebrate various harvests throughout the year.

Agriculture, fisheries, and food production in the province as a share of private sector GDP is larger than any other province in Canada (Figure 1).

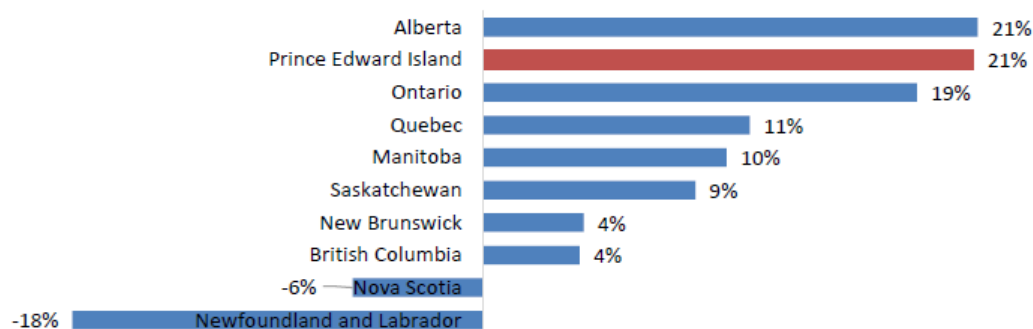
Figure 1: Agriculture, fishing and food production GDP, share of total private sector GDP (2019)



Source: Statistics Canada Table: 36-10-0402-01.

In recent years, the three industries have been experiencing growth rates in GDP that are only tied with Alberta (Figure 2).

Figure 2: Growth in agriculture, fishing and food production GDP, 2015 to 2019

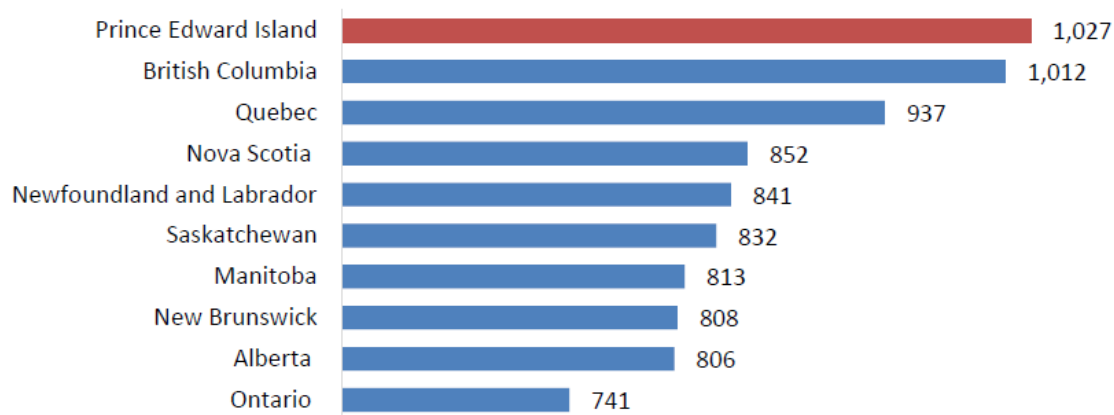


Source: Statistics Canada Table: 36-10-0402-01.

¹ The food industry on PEI includes all food and beverage related companies, and Food Island Partnership's role is to focus on assisting companies in the post-harvest and processing sectors. In this strategy, the terms "food companies" or "food industry" also include beverage companies.

In addition, the province is home to the *Culinary Institute of Canada* and these graduates have led PEI to having the highest concentration of chefs and cooks in the country (Figure 3).

Figure 3: Number of chefs and cooks per 100,000 population, 2016



Source: Statistics Canada 2016 Census.

This foundation is why PEI is referred to as “Canada’s Food Island” and, with a continued focus in this area, has a high potential to continue to drive PEI’s economy into a sustainable future. This will require further investment in infrastructure that de-risks new products’ path to market; an increase in communications that highlight successes and are using a common message across the industry; and the ability to change when needed as the covid-19 pandemic showed over the past year.

Background

Food Island Partnership (FIP) was formed in March 2015 after the amalgamation of the PEI Culinary Alliance and the PEI AgriAlliance. Over the past six years, the organization has evolved to focus on three core areas, Food Company Development, Food Cluster Development and Marketing & Communications.

Through this focus the organization worked on the following key objectives:

- Helping accelerate the growth and profitability of food and food tourism companies; this includes new start-ups, new products/markets for companies in the growth stage, and improved productivity for mature companies;
- Strengthening collaboration and networking between industry, support agencies, and key government departments;
- Improving food company satisfaction with food ecosystem service offerings, expertise, and infrastructure; and,
- Increasing the recognition and development of PEI as “Canada’s Food Island”.

Achievements – 2018 to 2021

The organization received funding for implementing the Strategic Plan from the Province of PEI and the Atlantic Canada Opportunities Agency, then applies for funding for specific projects that have industry-wide impact. A detailed overview of projects and activities is included in Appendix A. Specific achievements in projects and core activities during this period include:

- **Food Propel** – Designing and delivering two cohorts of Atlantic Canada’s first food & beverage accelerator program to develop the next generation of scalable and export driven Prince Edward Island food businesses;
- **Food Xcel** – Refining and delivering Atlantic Canada’s only start-up program dedicated to food & beverage entrepreneurs;
- **One-on-one company development** – assisting food & beverage companies of all sizes in their development;
- **Specialty Services Fund** – creating and managing a funding program for solving one-time specific issues in food & beverage businesses that are inhibiting growth;
- **Forage PEI** – Facilitating the development of Atlantic Canada’s food tourism training and networking event, led by an industry committee;
- **Fall Flavours** – Chairing the management committee and delivering PEI’s award-winning food festival that takes place during the month of September with events across the province;
- **Food Automation Atlantic** – designing and delivering the workshop, coordinating assessments and follow ups with mature companies exploring and implementing automation in their manufacturing lines;
- **Industry Marketing & Communications** – leading an industry shared marketing asset development project; creating a monthly industry newsletter; and managing multiple social media channels and the website for Canada’s Food Island and Food Island Partnership;
- **Understanding Trends / Exploratory Travel** – exploring trends and understanding best practises to further PEI’s food cluster; and,
- **Collaborations** with other industry organizations to reduce overlap and provide an environment where companies can thrive.

During the most recent Strategic Plan, FIP worked with the Department of Agriculture and Land to develop activity tracking infographics. These are in Appendix B.

Current Environment

This plan is being created during the covid-19 global pandemic and this has significantly increased the uncertainty in the industry about the future. FIP worked on industry and company activities during this time to reduce impacts, assist in the recovery and look beyond the pandemic to ensure the food industry on PEI is more resilient after the pandemic.

During early months of the pandemic, it became clear that while some companies were diversified and resilient to the effects, many were vulnerable as they relied heavily on one product and/or market channel. This highlighted the need for market diversification, value-adding activities that develop new products and considering new ways to do business.

As travel, tradeshow, and opportunities to meet new prospective buyers have decreased, it is becoming more and more important to increase communications that help develop relationships and focus on sales.

Canada's Food Island Strategic Marketing Review

In the Spring of 2020, Portfolio Marketing was hired to do a review of the Canada's Food Island (CFI) marketing and a plan for growing the brand.

The full report is included in Appendix C. The key Strategic Considerations from that report are:

- There is a clear understanding that the “heart & soul” of the Island food vision is about the people who are making the food stories real;
- The most successful element of the CFI brand appears to be Fall Flavours;
- There is confusion over whether CFI is a brand or a tag and where it should be used;
- The objectives and ownership of CFI are unclear; and,
- It is universally agreed (by partners) that, without an increase in support funding, the brand will not move past where it is today.

The report was completed during the early stages of the covid-19 pandemic and does not include the Canada's Food Island Gift Card Program that helped showcase how the messaging can be incorporated across a variety of partners and sectors.

Since the report was completed, FIP has decided that the brand is “Prince Edward Island” and that the tagline is “Canada's Food Island”. This ensures that many partners can fit within the messaging as has been showcased in the Canada's Food Island Gift card program.

FIP has also started work on a toolkit that will allow industry associations to incorporate the messaging into their promotions and moves ownership from FIP to all organizations marketing PEI food.

There is a need for increased resources to assist with future marketing and communications that increase the exposure of the CFI messaging; highlighting the successes of PEI companies and the cluster; promoting PEI as a place to innovate in food; and other activities that help grow the sector on PEI.

Industry Feedback

On September 14, 2020, the FIP Board of Directors had a Strategic Planning session to review the strategic direction of the organization. It was agreed that the organization was working in the right direction as a catalyst to help the industry grow and the following specific initiatives were highlighted as important areas:

- **Food manufacturing facility** – FIP should act as a catalyst to build and provide services in a scale-up facility, while considering if other partners in the food innovation cluster can provide operational support of the facility;
- **Increase the recognition and development of PEI as “Canada’s Food Island”** – with agriculture and fisheries being the top two industries on PEI, it is important to recognize that these industries are similar, produce food for consumers in PEI and in many export markets and are vital to the PEI economy. The increase in storytelling about PEI food companies and innovative activities from members of the food cluster will help develop and attract future companies that continue to add value to our core products and grow the economy of the province.
- **Labour** – as automation increases in many food manufacturing facilities, the requirement for skilled labour positions and management with the skills to implement and operate this equipment will increase. FIP should act as a catalyst to help companies attract new talent, identify partners that can train these people, and continue to highlight automation solutions that reduce the need for unskilled labour.
- **Be responsive to client needs and work to align services as the environment changes** – covid-19 has added a level of uncertainty to all activities and Board members stressed the importance of maintaining the ability to change and develop new activities that help companies respond to this everchanging environment.

Mission

The mission of FIP was reviewed by the Board of Directors in September 2020 and will continue as:

The catalyst for new and existing food and beverage sector stakeholders to produce premium food products, strive for culinary excellence, and generate wealth by:

- Leading the provincial food brand (Canada’s Food Island) that will be used and shared by individual companies, sectors, and stakeholders;
- Facilitating shared and collaborative industry leadership to achieve industry growth;

- Supporting food-related companies with product development and growth;
- Promoting excellence with the science and technology platform in PEI; and,
- Partnering with and establishing greater linkages among companies, stakeholder groups and organizations, R&D/product development (science and technology), and government to carry out this mission.

Vision

The vision for FIP since inception in April 2015 has been and will continue as:

To establish Prince Edward Island as an internationally recognized place of origin for premium food and beverage products and a destination for culinary excellence.

Values/Key Beliefs

Our daily work is guided by our values and key beliefs, including:

- We act as **a catalyst**. Innovation is a process. We accelerate it. We collaborate and partner to achieve it.
- We aim to impact through focused effort. We will be **selective in the projects** we choose and aim to do them well.
- We look for the **long-term impact**.
- We serve the food industry of Prince Edward Island, and do this by encouraging them and our partners to be **client-focussed**.
- We do not always strive for harmony. Sometimes disruption is needed to **affect positive change**.

Pillars

Food Island Partnership will continue work on the following three pillars:

- Food Company Development;
- Food Cluster Development; and,
- Marketing and Communications.

Strategic Priorities

Over the next three years, Food Island Partnership will focus on the following three strategic priorities:

1. **Building on the Foundation** of activities and programs completed to-date to:
 - Complete the continuum of infrastructure to support company growth, including a food incubator facility that will reduce the financial risk for a company by renting space instead of building their own facility; and further exploration on a Seafood Centre of Innovation that will assist the industry on research projects that lead to developing new products from seafood grown or harvested on PEI;
 - Ensure programming supports the needs of food companies and addresses emerging trends for tenants in the incubator facility, early or mature stage companies, and for companies that are adding experiences that draw visitors to experience food production first-hand; and,
 - Develop industry projects that look forward and address industry-wide issues including sustainable packaging, automation, food waste and other societal trends.
2. **Increasing Awareness** on PEI being recognized nationally as “Canada’s Food Island”, including:
 - Celebrating the successes of PEI food companies and food cluster partners;
 - Leveraging partnerships with industry groups to increase the use of Canada’s Food Island in existing and new marketing and communications efforts from export to tourism to local consumption; and,
 - Increasing communications on the full suite of services and programs to attract companies to use PEI food innovation cluster in an effort to have them use PEI products as ingredients and/or to invest in production facilities in the province.
3. **Being nimble in an everchanging world**, during and after the covid-19 pandemic, including:
 - Adjusting projects depending on the changing environment, including Fall Flavours, Certified Island Beef, and other marketing projects;
 - Working with industry and government on Covid recovery programs, including the Canada’s Food Island Gift Cards, industry marketing efforts, product development programs, and others to ensure companies can recover and grow beyond the pandemic; and,
 - Continually seeking trends, innovations and working on partnerships to ensure industry is forward looking.

Deliverables

In three years, upon completion of this strategic plan, PEI will:

- Have a continuum of built infrastructure and programs to support food companies from ideation to scale-up;
- Be nationally recognized as Canada's Food Island – a locale that grows, harvests, and creates premium food & beverage products and is a destination for culinary tourism visitors; and,
- Have food companies that come out of the pandemic stronger, more resilient and positioned to grow.

Targets

Over the next three years, FIP aims to meet the following targets:

- Facilitate the implementation of 9 food processing expansion projects;
- Assist in the launch of 15 new food start-ups;
- Work with existing companies to launch 60 new food product SKU's;
- Increase the use of "Canada's Food Island" in communications about PEI's food & beverage, and to be recognized in national publications on this positioning; and,
- Facilitate the development of a food & beverage incubator facility that improves company success rates and speed-to-market.

Appendix A – Achievements – 2018 to 2021

Food Propel

FIP staff developed and delivered Atlantic Canada's first food accelerator program to develop the next generation of scalable and export driven Prince Edward Island food businesses. The program has had two cohorts with twelve companies participating since the inception.

The program included connecting companies with a mentor group; training to help owners work on their businesses; funding for items identified that would help the company grow and for travel for sales missions, conferences, and to visit similar businesses; and networking opportunities to connect with other businesses in the program.

The program has resulted in:

- An average 26% sales growth across the six companies in the first year of company's participation;
- Two major expansions in the first cohort of the program;
- Many companies restructuring or reconsidering their purpose that allowed them to identify new opportunities, markets, and partnerships.

Food Xcel

The organization has delivered this start-up program two times, with the most recent one taking place in 2018-19. Highlights of the program included:

- Twenty participants that took part in four days of workshops, leading to eight finalists pitching their idea for the \$25,000 Food Ignition award, and the creation of seven new businesses that are in various stages of development;
- The refinement of the Food Business Model Canvas that is used as a tool for food start-ups and modification of the canvas to develop a Food Export Business Model Canvas for *Food & Beverage Atlantic*; and,
- Integrating Food Cluster partners, *Canada's Smartest Kitchen* and *BioFoodTech*, into workshops, leading to many companies engaging in further work with these organizations as they developed their businesses.

One-on-one company development

Staff continue to work with many companies from mature companies considering product or market expansions or automation projects to individuals considering starting a new food business. This can include longer engagements or short meetings to provide direction to services or funding. Over the last three years, this has included meeting with over 100 companies.

During the most recent phase of FIP, a **Specialty Services Fund** was developed that allows staff working with these companies to quickly assist in funding the company to access expertise for a hurdle that is slowing the company's growth. This has led to companies' addressing food safety, financial, marketing, and other issues quickly and efficiently.

Forage PEI

In FIP's role as an industry catalyst, the organization worked with a group of interested business owners to develop training for food tourism companies in Atlantic Canada. This resulted in developing and delivering two versions of the Forage Food Symposium and a webinar series shortly after the shutdown of many businesses due to covid-19.

These workshops hosted close to 600 attendees over the two years, including student chefs from the *Culinary Institute of Canada*, chefs, restaurant owners, farmers, fishers, and food processors from Atlantic Canada and speakers from across North America. The two in-person events also included full-day hands-on sessions at the *Inn at Bay Fortune*, allowing attendees to experience new trends, network to develop new business connections and taste food from across Canada.

Fall Flavours

FIP staff chair the management committee and deliver the month-long province-wide festival. The festival reached a mature stage during the last strategic plan and is constantly looking at new ways to attract visitors to PEI during the fall shoulder tourism season. This has included:

- Developing and delivering a new series of events, entitled "Taste of Coastal Communities" that showcases rural communities, their food offerings and culinary talent paired with a working Canadian chef, and other cultural offerings. These events have taken place in Tyne Valley, Georgetown, and North Rustico.
- Developing a "Fire Up Fund" that provides funding to the private sector organizations to offset start-up costs for new events. This has resulted in two new events in new rural locations;
- Securing a roster of Local Food Advocates and inviting social media influencers from across Canada to experience Fall Flavours activities to increase social media activity on the festival;
- Developing a management committee that is chaired by FIP and includes representatives from the Product Development and Marketing divisions of Tourism PEI and ACOA. This has ensured that product and marketing between the festival and Tourism PEI's efforts are aligned and leveraged as needed.

These efforts led the festival to be recognized by the Tourism Industry Association of Canada as the winner of the **2019 Restaurants Canada & Diversey Culinary Tourism award** and the **2018 food Trekking Award for Culinary Destination**.

In 2020, the festival was forced to pivot due to covid-19 and has instead developed new initiatives, including:

- Assisting the food & beverage sector to re-open after the province-wide closure and creation of new guidelines for operating;
- Development of the “Canada’s Food Island Gift Card” program that allows consumers to purchase one gift card that can be used at over 150 merchants island-wide;
- Created a series of videos with Chef Michael Smith as a “Fall Flavours Online” offering;
- Developed a PEI patio box with the McEwan Group and Chef Mark McEwan available for customers in the Greater Toronto Area; and,
- Continued to work with Local Food Advocates that showcased the variety of culinary activities available during the fall season.

This pivot resulted in the festival being awarded the **Most Innovative Culinary Tourism Pivot** by the World Food Tourism Association in December 2020.

Food Automation Atlantic

FIP staff delivered the Food Automation Atlantic workshop in March 2018 and worked with companies to implement new productivity projects, including Automation Assessments by RPC, followed with integrating labour-saving automation solutions with companies.

Based on the success of the initial workshop, *Food & Beverage Atlantic* continued with these workshops throughout Atlantic Canada. FIP staff advised this group on successful components and worked with companies from PEI that were interested in implementing projects in their operations after these workshops.

Marketing & Communications

The focus for marketing during this phase was on building assets for the industry to use, developing a following on social media, creating, and delivering a monthly newsletter, and understanding the Canada’s Food Island story. Specifically, this included:

- Creating new video and photography assets over two years that were made available to the industry associations and government partners on the Food Marketing Working Group;
- Increasing presence on social media for Canada’s Food Island beyond Twitter to include Facebook and Instagram channels and for Food Island Partnership with Facebook and Twitter Accounts. This includes the following accounts and activity since April 1, 2018:
 - Food Island Partnership Twitter (@FoodIslandPEI) has 2075 total followers, has attracted 384 new followers, sent 227 Tweets, and 252 Retweets;
 - Food Island Partnership Facebook (@foodislandpartnership) has 112 total followers (Page developed Dec 2019);
 - Canada’s Food Island Facebook (@canadsfoodisland) has 5,755 total followers;
 - Canada’s Food Island Twitter (@CanadasFoodIsl) has 7,306 total followers; and,

- Canada's Food Island Instagram (@canadasfoodisland) has 2,384 total followers.
- Development of a monthly newsletter that highlights the work of the PEI food cluster and advertises upcoming events (558 subscribers as of January 5, 2021)
- Upgrading and maintaining the Canada's Food Island website and maintaining the Food Island Partnership website.

Understanding Trends / Exploratory Travel

The food industry is constantly changing and FIP staff have undertaken three exploratory trips to gain insights into other jurisdictions, including:

- Touring food incubators across Canada with stops in Leduc, Alberta to visit the Leduc Food Processing Development Centre; in Calgary, Alberta to meet with staff at District Ventures; in Niagara, Ontario to visit Niagara College's culinary and advanced manufacturing campuses; and, in Toronto, Ontario to meet with staff and tour Food Starter (now District Ventures Kitchen);
- Meeting with staff at Failte Ireland, Teagasc, and BIM (Ireland's Seafood Development Agency) and touring Foodworks Accelerator to gain insight into best practises from an established food accelerator and understand how the food cluster organizations complement and work with the clients in the accelerator; and,
- Touring food scale-up centres in New England, including the Vermont Food Venture Center, Western Mass Food Processing Center, and Hope & Main in Rhode Island.

The main takeaway from these trips was the identification of a gap in PEI of the lack of scale-up space for new companies. All the above locations have this type of space and it has been shown to reduce the risk of scale-up by decreasing the amount of capital required for a facility and allows companies to focus on equipment, improving processes and sales & marketing during this critical phase.

FIP staff also attended several conferences to stay up to date on trends and new products. These included SIAL Canada in Montreal; Restaurants Canada Show in Toronto; Terroir Symposium in Toronto; and the Fancy Food Show in San Francisco. Staff were also involved on panels at the Terroir Symposium and Restaurants Canada show.

Collaborations

A major component of FIP's work as a catalyst is to bring together a variety of partners that are working on food company development, marketing and providing technical services to the industry. Over the last three years, this has included leading the:

- Food Marketing Committee that works on shared-marketing activities and ensuring marketing activities do not conflict and has members from the PEI Potato Board, Atlantic Beef Products,

Lobster PEI, Fall Flavours Festival Management, Tourism PEI marketing staff, Innovation PEI Export Development staff, PEI Department of Fisheries & Communities and Agriculture & Land staff;

- Food Company Development Group that focuses on assisting companies that can access supports from multiple departments to increase the speed of support to these companies. Members include Innovation PEI, ACOA, PEI Department of Agriculture & Land and PEI Department of Fisheries & Communities.
- Food Cluster Group that provides services to companies and has focused on providing complementary services and identifying gaps for companies. Members include Canada's Smartest Kitchen and BioFoodTech.
- Culinary Events working groups. For Fall Flavours, Spring Festivals, and other culinary events, working groups are in place to increase communications, leverage marketing and, to increase the speed from planning to market of these activities. Members include Tourism PEI, ACOA and other partners depending on the event.

Appendix B – Activity Tracking Infographics

Activity Tracking Infographics for fiscal years 2018-19, 2019-20 and Q1 and Q2 2020-21.

Public Policy

The **STRATEGIC INDUSTRY GROWTH INITIATIVE** aims to increase the competitiveness, productivity and profitability of the agriculture industry through coordinated efforts to accelerate the development and successful commercialization of food products from Prince Edward Island. These goals are worked towards through investments in projects and organizations such as the Food Island Partnership (FIP).



FOOD ISLAND PARTNERSHIP

Cluster-driven collaboration can collectively increase a sector's competitiveness



- PEI Food Cluster Working Group
- PEI Marketing Working Group
- Regional Collaboration

RESULTS

Local organizations can help clients and communities achieve positive outcomes



138 contacts where clients were supported with navigating the food sector
127 contacts where clients were provided with advice about the food sector

Collaboration and learning are important for cluster development



14 workshop, training, and networking events
631 participants

Communication and information sharing can improve a cluster's success



11 success stories shared online

IMPACTS

63

Clients entering new or diversified markets

19

New market development projects

23

New product development projects

9

New innovative research, products and processes projects

2019-2020 FY ACTIVITIES AND RESULTS

Public Policy

The **STRATEGIC INDUSTRY GROWTH INITIATIVE** aims to increase the competitiveness, productivity and profitability of the agriculture industry through coordinated efforts to accelerate the development and successful commercialization of food products from Prince Edward Island. These goals are worked towards through investments in projects and organizations such as the Food Island Partnership (FIP).



FOOD ISLAND PARTNERSHIP

Cluster-driven collaboration can collectively increase a sector's competitiveness



- PEI Food Cluster Working Group
- PEI Marketing Working Group
- Regional Collaboration

RESULTS

Local organizations can help clients and communities achieve positive outcomes



120 contacts where clients were supported with navigating the food sector
188 contacts where clients were provided with advice about the food sector

Collaboration and learning are important for cluster development



4 workshop, training, and networking events
356 participants

Communication and information sharing can improve a cluster's success



13 success stories shared online

IMPACTS

19

Clients entering new or diversified markets

7

New market development projects

17

New product development projects

1

New innovative research, products and processes projects

2020-2021 Q1 ACTIVITIES AND RESULTS

Public Policy

The **STRATEGIC INDUSTRY GROWTH INITIATIVE** aims to increase the competitiveness, productivity and profitability of the agriculture industry through coordinated efforts to accelerate the development and successful commercialization of food products from Prince Edward Island. These goals are worked towards through investments in projects and organizations such as the Food Island Partnership (FIP).



FOOD ISLAND PARTNERSHIP

Cluster-driven collaboration can collectively increase a sector's competitiveness



- PEI Food Cluster Working Group
- PEI Marketing Working Group
- Regional Collaboration

RESULTS

Local organizations can help clients and communities achieve positive outcomes



28 contacts where clients were supported with navigating the food sector
55 contacts where clients were provided with advice about the food sector

Collaboration and learning are important for cluster development



3 workshop, training, and networking events delivered virtually
286 participants

Communication and information sharing can improve a cluster's success



2 success stories shared online

IMPACTS

<u>All</u>	Clients seeking new ways to service existing and new markets
<u>3</u>	New market development projects
<u>5</u>	New product development projects
<u>0</u>	New innovative research, products and processes projects

2020-2021 Q2 ACTIVITIES AND RESULTS

Public Policy

The **STRATEGIC INDUSTRY GROWTH INITIATIVE** aims to increase the competitiveness, productivity and profitability of the agriculture industry through coordinated efforts to accelerate the development and successful commercialization of food products from Prince Edward Island. These goals are worked towards through investments in projects and organizations such as the Food Island Partnership (FIP).



FOOD ISLAND PARTNERSHIP

Cluster-driven collaboration can collectively increase a sector's competitiveness



- PEI Food Cluster Working Group
- PEI Marketing Working Group
- Regional Collaboration

RESULTS

Local organizations can help clients and communities achieve positive outcomes



61 contacts where clients were supported with navigating the food sector
92 contacts where clients were provided with advice about the food sector

Collaboration and learning are important for cluster development



1 workshop, training, and networking events
10 participants

Communication and information sharing can improve a cluster's success



3 success stories shared online

IMPACTS

All	Clients seeking new ways to service existing and new markets
1	New market development projects
3	New product development projects
1	New innovative research, products and processes projects

Appendix C – Canada's Food Island Strategic Marketing Review

Link to Full Report -

<https://www.dropbox.com/s/yw32osy4gycpa49/Canada%27s%20Food%20Island%20Strategic%20Marketing%20Review.pdf?dl=0>