



## FRASER VALLEY ARTISANS FOODHUB

**There is a fast-growing demand for local food in BC,** providing small farms and small-scale food producers the opportunity to increase their market. This is where food hubs can provide the physical connections between small scale production and a larger market. The BC Food Hub Network aims to foster growth and innovation in the processing sector through improved industry access to facilities, equipment, technology, technical services, and business supports. It is a collaborative effort involving industry, communities, and post-secondary institutions to help B.C.'s food and beverage businesses grow, innovate and commercialize.

This spring, The Fraser Valley Artisans Food Hub will be opening its doors to serve all those in the Fraser Valley. They will have a shared-use food and beverage processing facility that will offer food and agriculture businesses access to commercial processing space, equipment, expertise, and resources to support business

development and growth. They will have a mix of Entrepreneurial Training programs and Fee-for-Service offerings.

Robert Fraser is the new Director of Sales and Grower Relations at the Fraser Valley Artisans Food Hub. He looks forward to helping small businesses facilitate access to the regional food economy. Robert Fraser has lived in the Fraser Valley for the past decade. Originally from Montreal, Robert's deep connection to food and agriculture was harnessed throughout his childhood as he played in the fields of locally grown strawberries. Quebec has a distinct food culture that Robert has brought with him throughout his profession. Robert is an independent fruit broker, specializing in the soft fruit sector. Having sold millions of pounds of local commodities over the past 30 years, Robert understands the needs of growers, processors, and distributors. Robert's expertise includes international trade, logistics, distribution, sales, and business development.

He is excited at the opportunities this Food Hub will bring to the Fraser Valley in developing local agri-food businesses. Their Grand Opening is slated for this spring. If you are a farmer, processor, or an entrepreneur interested in utilizing this facility for your product or your business, make sure you visit their website.

*The Fraser Valley Artisans Food Hub is here to help local farmers and food producers add value to their products, leading to a more resilient food system in BC.*



### Services Include

- Shared-use Kitchen
- Food Prep Area
- Private Tasting Areas
- Traceability Technology
- Nutritious Identification
- Ag-food Business Planning
- Enterprise Resource Planning
- Orientation to HACCP, GMP, & SOPs
- Financing Resources
- Marketing
- Pricing/Costing
- Product Life-cycle Management

