

SHUSWAP

AGRIFOOD SECTOR PROFILE



THE SHUSWAP: FOOD MAKERS

Market Overview

The agrifood sector is a small-scale, dispersed system shaped by valley agriculture, rural settlement, and seasonal population patterns linked to recreation and tourism. Production is dominated by family farms, hobby farms, and niche operators, with activity focused on mixed livestock, orchard crops, small-scale horticulture, and direct-to-consumer sales.

Over time, the sector has layered local food networks, farmers markets, farmgate sales, and agritourism onto commodity-scale production - reflecting both lifestyle-driven land use and growing demand for regional food identity. Limited processing capacity, fragmented supply chains, and labour supply represent constraints, AND investment opportunity.



SHUSWAP
ECONOMIC
DEVELOPMENT
SOCIETY

AGRICULTURE TERMINOLOGY

Agriculture

Primary production activities involving the cultivation of crops and raising of livestock for food, fibre, and other raw materials. This includes farming, ranching, and horticulture, and represents the first stage of the value chain.

Agri-food

The broader system encompassing agriculture plus all activities involved in processing, distribution, marketing, and consumption of food products. This includes food processing, packaging, logistics, retail, and food services.

Agribusiness

Commercial enterprises that operate within the agriculture or agri-food system, including input suppliers, producers, processors, distributors, and service providers. Emphasizes the business and economic dimension of agriculture.

Agri-processing / Food Processing

The transformation of raw agricultural products into value-added food or beverage products, ranging from simple (cleaning, packaging) to complex (manufacturing prepared foods, specialty products).

Agtech

The use of technology and innovation to improve agricultural productivity, efficiency, sustainability, and resilience. This includes precision agriculture, automation, sensors, drones, data analytics, and climate-smart technologies.

AGRIFOOD SECTOR AT A GLANCE

CANADA

[Canada Agriculture Profile](#)

BC

Agriculture, Seafood and Food Processing is 1 of 11 key industry sectors in BC: BC has one of the most diverse agriculture, seafood and food processing industries in Canada, exporting 500 agrifood products and 168 seafood products. Agrifood Exports (2023): \$5.7 B, 189 international markets. # Food & Beverage Manufacturing Operations: 3500.

Src: [BC Government](#)

- [BC Agriculture, Seafood and Food Processing Sector Profile](#)
- [Agriculture and Seafood Programs and Services](#)
- [BC Ministry of Agriculture and Food Statistics](#)

Diverse Foundation: 1) Varied agricultural production; 2) Commercial fisheries and aquaculture; 3) Diverse food processing industry; 4) Value from the sea; 5) Beverages.

Competitive Advantages: 1) Diverse geography and climate; 2) High-quality and diverse agrifood products; 3) First-class fishing grounds; 4) Prime location; 5) Leader in sustainable development; 6) Supportive federal and provincial programs; 7) World-renowned wine industry.

OKANAGAN

- [Central Okanagan \(Kelowna Area\) Agriculture Profile](#)
- [Vernon Agriculture Profile](#)

SALMON ARM

- “Food and beverage processing is a robust and growing economic cluster in Salmon Arm. This region accounts for 16% of British Columbia's total food and beverage manufacturing and has seen consistent growth trends for the last decade. With more than 50 unique food and beverage processing businesses operating within the City, this sector is fed by broad access to locally grown foods. Over 100 farms operating within the City of Salmon Arm, and an additional 600 in the Shuswap region, provide diverse inputs to fuel this processing sector.” Src: [City of Salmon Arm Food and Beverage Processing Sector Profile](#).
- “Salmon Arm's agri-food sector has experienced significant growth over the last several years. The food and beverage processing cluster is three times larger than the Canadian average; the community's agriculture sector is two times greater than the national average.” Src: Salmon Arm Economic Development Society Five-Year Action Plan 2021-2025.

COLUMBIA SHUSWAP REGIONAL DISTRICT AREAS C, D, F, G

The Shuswap, spanning Columbia Shuswap Regional District Areas C, G, D, and F, offers a rare convergence of agricultural capacity, strategic location, and small-scale industrial readiness that makes it particularly well suited for value-added agriculture. This is a region where production landscapes sit close to processing, distribution, and market access, allowing agri-food businesses to shorten supply chains, retain local value, and scale with intention rather than sprawl.

The area's agricultural base is diverse and resilient, anchored by livestock operations, forage and field crops, tree fruits, specialty crops, and emerging niche producers. These primary activities are complemented by available industrial and rural industrial lands, agri-compatible zoning, and a tradition of on-farm diversification. Together, they create a strong foundation for food and beverage processing, meat cutting and specialty proteins, dairy and alternative dairy products, grain and pulse processing, nutraceuticals, botanicals, and artisan and mid-scale manufactured foods.

Location is a key advantage. The Shuswap sits at the crossroads of the Southern Interior, with efficient highway connections to the Okanagan, Thompson, Kootenays, Lower Mainland, and Alberta markets. This positioning supports regional distribution models as well as export-oriented operations, while avoiding the cost pressures of larger metropolitan centres. The proximity to rail corridors, regional airports, and intermodal facilities further enhances logistics flexibility for growing agrifood enterprises.

Equally important is the region's character. The Shuswap has a long-standing culture of practical innovation, cooperative problem-solving, and locally rooted entrepreneurship. Producers, processors, and service providers often operate within overlapping networks, enabling collaboration across the value chain. This ecosystem supports businesses seeking to integrate processing, packaging, agritourism, education, or direct-to-consumer models into their operations.

With access to land, water, labour, and infrastructure, alongside supportive local governments and economic development organizations, Columbia Shuswap Regional District Areas C, D, F, and G are positioned to capture greater value from the food they grow. The region represents an opportunity to build durable, place-based agrifood enterprises that contribute to food security, rural employment, and long-term economic resilience across the Shuswap.

- **Agriculture Jobs:** 371 (8.6% of total employment, 11% growth 2015-2025). Top sub-sectors: farms (238), ag supplies merchant wholesalers (44), dairy product manufacturing (30), support activities for farms (19), beverage manufacturing (13).
- **Agriculture Exports:** \$63 M (19.4% of total exports*) *2022 (latest input-output modeling available). Top exports: farms (53.7 M, 85% of sector exports), dairy manufacturing (3.9 M, 6% of sector exports), meat product manufacturing

(\$1.96 M, 3% of sector exports), beverage manufacturing (\$1.7 M, 2.7% of sector exports).

- **Employment Projection** (2025-2031): 19 (5% of sector jobs).
- **Key Imported Purchases** (Enterprise Import Replacement Opportunities): 1) Animal food manufacturing (\$3.9 M, 100% imported); 2) Grain and oilseed milling (\$1.3 M, 100% imported); 3) Other professional, scientific and technical services (\$808K, 100% imported); 4) General freight trucking (\$663K, 79% imported).

Source: Lightcast.

Average Wages

Farms/Support Activities for Farms: \$35,000 (BC \$38,764)

Manufacturing: \$44,800 (BC \$63,922)

All sectors: \$44,110 (BC \$60,308)

Source: Lightcast. 2022 latest input-output modeling available.

The BC Government produces a [wage survey](#) that indicates weekly earnings by industry sector/location.

[BC Workforce Profile](#) (Thompson Okanagan)

[Regional Snapshot 2021: Shuswap \(Columbia-Shuswap Regional District\)](#)

Primary Agriculture Production

Across CSRD Areas C, G, D, and F, agriculture tends to be small to medium scale, diverse, and tied closely to local markets, agritourism and craft food/beverage niches rather than single large monocrop enterprises. Producers increasingly explore value addition through processing, direct sales, cooperatives, agritourism routes, and branding that connects food to place and visitor experience.

These operations form the backbone of local agriculture and supply inputs for value-added activities:

Fruit and Specialty Crops

- Tree fruit (especially apples and cherries) grown in valley lands.
- Smaller acreage for berries and selected orchard varieties.
- Locally grown produce sold direct-to-consumer at farmstands and farmers markets.

Forage, Field Crops, Livestock

- Hay and field crops supporting livestock farms.
- Beef and dairy cattle ranching and forage production are key agricultural uses.
- Pasture and grazing lands support local livestock operations.

Small-scale and Emerging Production

- Vegetable crops and greenhouse production (though a relatively small share of total farmland area).
- Christmas tree production and nursery products in limited amounts.

Columbia Shuswap Regional District Area Highlights

Area C & Area G (South Shuswap)

- Known for vineyards and boutique wineries benefiting from microclimate conditions.
- Local organic micro-brewery presence and hop farms support craft beverage production.
- Mixed farms including produce, chicken and cattle farms feeding into local markets and agritourism experiences.

Area D (Falkland, Silver Creek, Salmon Valley)

- Agriculture is a central land use with fertile soils and irrigable lands supporting mixed farming, cattle, and crop production.
- Farm stands and agritourism (e.g., farm gate trail and markets) are being developed to help producers sell direct-to-consumer.

Area F (North Shuswap)

- Historically smaller-scale farms including orchards and strawberry farms.
- Winery operations are noted in the area, tapping into boutique wine and agritourism markets.
- Due to remoteness, agriculture here stays niche but ties into tourism and local marketing efforts.

Value-Added Agriculture & Processing Foundation

Food Processing and Artisan Products

- Small-scale food and beverage processing leveraging regional production (fruit, dairy, grains) through facilities and cooperative models like the [Zest Commercial Food Hub](#). This supports entrepreneurs turning raw farm products into preserves, sauces, beverages, specialties and more.
- Wine, Beer, and Craft Beverage Production.
- Boutique wineries and micro-breweries use local fruit and hops to create value-added products.
- These products feed local tasting rooms, festivals, tourism experiences, and direct sales.

Farmgate Sales & Agritourism

- Local farm stands and markets in Silver Creek, Falkland, Blind Bay, and surrounding areas help producers sell jams, produce, cut flowers, cheeses, honey, and seasonal products directly to visitors and residents.
- Agritourism initiatives like the [Farmstand Tour](#) initiative are underway to promote these experiences and products region-wide.

Dairy and Livestock By-Products

- Some local dairy and livestock operations contribute to artisan cheeses, value-added dairy products, and specialty meats consumed locally or sold through small retail channels (exact producers vary by area).

Food Production Output

[Food Production Output: Columbia Shuswap Census Division](#)

(Src: Census of Agriculture, 2021). Highlights:

- 510 farms producing agricultural output.
- 27,052 hectares of farmland operating across the region.
- 10,170 hectares of cropland including hay, field crops, vegetables, fruits, berries, nursery and other.
- Hay fields: 3,265 ha.
- Field crops: 9,956 ha.
- Vegetables: 57 ha.
- Fruits, berries & nuts: 122 ha.
- Animals on farms: hens & chickens (617,233), dairy cows (3,438), beef cows (3,044), sheep & lambs (1,331), bee colonies (1,308).
- Total farm operating revenue: ~\$79 M (2020).

Agriculture-Related Companies

-Columbia Shuswap Regional District Areas C, D, F, G

Farms, Agrifood, and Viticulture Producers

- AND Acres / Midan Farm (Sorrento) – lamb and poultry farm with local food offerings.
- [Avery's Acres](#) – eggs, pork, poultry products (Sorrento).
- [Celista Estate Winery](#) (Celista) – vineyard and winery located north of Shuswap Lake (Celista area) with a tasting room and local production.
- [Crannog Ales](#) (Left Fields Farm) (Sorrento) – organic brewery and agritourism operation producing certified organic ales near Sorrento (just south of Area C).
- [Ravenwood Acres](#) (Homegrown Farm) (Silver Creek) – sustainable vegetables, heritage poultry, waterfowl, and meats.
- [Recline Ridge Vineyards & Winery](#) (Tappen) – boutique vineyard and winery in the Salmon Valley/Shuswap region.
- [Shaker Acres Ranch](#) (Falkland area) – poultry and farm raised foods.
- [Shuswap Flour Mill](#) (Celista) – processor of heritage and small-scale grain.
- [Sunnybrae Vineyards & Winery](#) (Tappen) – wine producer near Sunnybrae on Shuswap Lake focused on fruit forward cool climate wines.
- [ShuPops](#) (Blind Bay) – packaged foods and ready to eat local products.
- [BEE Yours](#) (Falkland)– beekeeping operation producing honey and pollinator related products.

Nearby Farm, Agrifood, and Viticulture Producers (Salmon Arm / Region)

- [A & L Peterson Orchards](#) (Salmon Arm) – orchard & food producer.
- [Askew's Foods](#) (Salmon Arm / Sicamous) – grocery store selling local produce and products that supports local growers.
- [Buckerfield's Salmon Arm](#) – general store providing local product distribution touchpoint.
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- [DeMille's Farm Market & Orchard](#) (Salmon Arm) – large seasonal retail farm market with local produce, meats, and value added products; a well known Shuswap agrifood destination.
- [Farmer's Pantry](#) (Salmon Arm) – produce wholesaler serving local growers and markets.
- [Grass Roots Dairy](#) (Salmon Arm) – dairy producer with retail and artisanal products that draws regional distribution.
- [Keenan Family Farms & Yankee Flats Meats](#) (Salmon Arm) – farm to table meats, eggs, tallow balms, and farm shop goods.
- [Lakeland Farms Inc.](#) (Salmon Arm) – multi generational grain, forage, and organic feed operation with a commercial feed mill serving interior and Kootenay regions, beef production, and integrated farm systems.
- [Larch Hills Winery](#) (Salmon Arm) – family-run vineyard and winery near Salmon Arm producing cool climate wines and one of the region's oldest licensed wineries
- [Little Homestead Harvest & Baking](#) (Salmon Arm) – preserves, baked goods, and market garden produce (part of farmstand trail).
- [Marionette Winery](#) (Salmon Arm) – wine producer in the broader Salmon Arm/Shuswap area with locally made wines.
- [Northyards Cider Co.](#) (Salmon Arm)– cider bar/business with local production ties.
- [Pilgrims' Produce](#) (Spallumcheen) – eggs, fruit, and nursery plants.
- [Ricochet Brewing and Taphouse](#) (Salmon Arm) – brewery and craft beverage producer.
- [Seasonal Blooms Farm Fresh Flowers](#) (Salmon Arm) – flower farm (agri-horticulture)
- [Shuswap Cider Company](#) (Salmon Arm)– cider producer active in regional markets.
- [Shuswap Highland Ranch](#) (Salmon Arm) – family farm offering seasonal produce, free range eggs, and pasture raised beef.
- [Shuswap Highland Stills Ltd.](#) (Salmon Arm) – distillery producing spirits locally (e.g., gin, vodka). [Yankee Flats Meats Ltd.](#) (Salmon Arm) – prominent local beef, lamb, and pork producer/processor.

Farmstand / Seasonal Producers

These are small farms or producers you'll often find at market stalls and on farmstand trails throughout the Shuswap (including North Shuswap / Area F markets):

- Farm stands offering fresh produce, eggs, honey, seasonal flowers, U pick fruits, and artisan foods (e.g. at Celista, Scotch Creek, Falkland).
- Sorrento Retreat & Conference Centre Farm produce sales (seasonal local veggies).
- Various vendors at Celista Hall Farmers' Market and North Shuswap markets.

The [Shuswap Food & Farm Directory](#) lists more than two dozen farms and agrifood businesses across the region; many listed above are part of that directory.

Processing Support Infrastructure

- [Zest Commercial Food Hub](#) (Salmon Arm) - a foundational regional facility enabling food and beverage processors to scale. It provides certified commercial kitchen space, processing equipment, cold storage, and packaging support for emerging and established producers. Demand has been strong, and the hub is aligned with provincial goals to grow the food processing sector.



WHY SHUSWAP?

A photograph of a person in a blue shirt and dark vest working in a greenhouse. The person is leaning over rows of vibrant green leafy vegetables, likely lettuce, which are densely packed and fill the foreground. The background shows the structural frame of the greenhouse with translucent panels, and the person is slightly out of focus, emphasizing the plants.

THE SHUSWAP OFFERS AGRIFOOD INVESTORS A PRACTICAL ADVANTAGE: STRONG, DIVERSIFIED FARM PRODUCTION PAIRED WITH CLEAR GAPS/OPPORTUNITIES IN LOCAL PROCESSING, STORAGE, AND DISTRIBUTION. LOCATED AT THE CROSSROADS OF THE SOUTHERN INTERIOR, THE REGION PROVIDES EFFICIENT ACCESS TO INTERIOR, METRO VANCOUVER, AND ALBERTA MARKETS WHILE MAINTAINING LOWER LAND AND OPERATING COSTS THAN URBAN CENTRES. AGRICOMPATIBLE LAND, A COLLABORATIVE PRODUCER BASE, AND A GROWING LOCAL-FOOD AND TOURISM ECONOMY, WELL POSITIONS INVESTORS SEEKING SCALABLE, RESILIENT AGRIFOOD BUSINESSES THAT CONVERT EXISTING PRODUCTION INTO HIGHER-VALUE, MARKET-READY PRODUCTS WITH LONG-TERM GROWTH POTENTIAL.

AGRIFOOD COMPETITIVE ADVANTAGES

① ESTABLISHED PRIMARY PRODUCTION BASE

- The Shuswap produces livestock, forage, tree fruit, specialty crops, and artisan food inputs, providing immediate supply for processors.

② VALUE CHAIN GAPS

- Gaps in processing, storage, aggregation, and distribution, creating near-term opportunities for capital to unlock local value capture.

③ CENTRAL INTERIOR MARKET ACCESS

- Strategic southern interior location with highway access to the Okanagan, Thompson, Kootenays, Lower Mainland, and Alberta markets.

④ LOWER LAND & OPERATING COSTS

- Project feasibility and return on investment is enhanced.

⑤ AG-COMPATIBLE LAND SUPPLY

- Rural industrial and ALR-adjacent lands support food processing, storage, and logistics without the land-use conflicts common in urban areas.

⑥ POLICY & FUNDING ALIGNMENT

- Local priorities and senior-government programs actively support value-added agrifood, infrastructure, and rural economic diversification.

⑦ STRONG LOCAL FOOD & TOURISM ECONOMY

- Supports premium pricing, direct-to-consumer sales, and agritourism-linked revenue streams.

⑧ COLLABORATIVE PRODUCER BASE

- Farms and food businesses operate in tight regional networks, enabling aggregation, shared infrastructure, and supply reliability for processors.

② SCALABLE GROWTH ENVIRONMENT

- The region is well suited to mid-scale, modular, and shared agrifood investments that can grow with demand rather than overbuild.

VALUE CHAIN GAPS

Current Columbia Shuswap Regional District Areas C, D, F, G Tech/High Tech Value-Chain Gaps

Value chain gaps occur where the flow of goods, services, or information is weak, costly, or underserved – and therefore where opportunities for new entrants are most often found.

Core value-chain gaps in the Shuswap are not production gaps but processing, storage, aggregation, and distribution gaps - meaning the region's biggest opportunity is turning what it already grows into higher-value, market-ready products.

1. Primary Processing Capacity

Gap: Limited local capacity to process livestock, fruit, and field crops.

Impact: Animals and raw products are shipped long distances for slaughter, cutting, juicing, milling, or packaging; Transportation costs erode margins and discourage production expansion.

Opportunity: Invest in local processing facilities for meat, fruit, and field crops to capture processing margins, create jobs, and retain by-product value locally.

2. Cold Storage & Controlled Environment Storage

Gap: Insufficient refrigerated and climate-controlled storage for produce, meat, and dairy.

Impact: Producers sell immediately at lower prices or risk spoilage; Inconsistent supply limits access to retail and institutional buyers.

Opportunity: Build regional cold storage and climate-controlled hubs to extend shelf life, smooth supply, and access higher-value markets consistently.

3. Aggregation & Volume Consolidation

Gap: No central mechanism to combine output from multiple small producers.

Impact: Individual farms cannot meet minimum volumes or consistency requirements; Institutions and distributors source from outside the region.

Opportunity: Establish aggregation centres or cooperative networks to consolidate volume, meet buyer requirements, and stabilize revenue streams.

4. Secondary Processing & Product Diversification

Gap: Limited facilities for turning raw inputs into higher-value products (e.g., fruit into puree, juice, dried products; milk into cheese, yogurt; grains into flour, mixes, ready-to-use ingredients).

Impact: Agrifood activity remains commodity-based, exporting raw products and associated jobs; Increases exposure to price volatility, food loss, and supply-chain disruption.

Opportunity: Create secondary processing plants and innovation hubs to produce higher-margin, shelf-stable products, strengthen brand identity, and support export readiness.

5. Co-Manufacturing & Scale-Up Infrastructure

Gap: Few certified spaces for food entrepreneurs to scale beyond home or farmers-market production.

Impact: Promising products stall before reaching wholesale or retail markets; Regulatory and capital barriers limit growth.

Opportunity: Provide certified commercial kitchens and co-manufacturing spaces to enable entrepreneurs to scale, overcome regulatory barriers, and retain local innovation.

6. Distribution & Last Mile Logistics

Gap: Fragmented delivery and limited regional logistics coordination.

Impact: Producers self-deliver inefficiently; Retailers and institutions face inconsistent supply.

Opportunity: Invest in coordinated regional delivery and logistics networks to improve efficiency, retain margins, and ensure consistent supply to retail and institutions.

7. Institutional Procurement Pathways

Gap: Weak link between local producers and schools, hospitals, care facilities, and camps.

Impact: Institutions rely on external suppliers despite local production; Producers miss stable, long-term demand.

Opportunity: Develop structured procurement programs connecting producers to institutions to secure long-term demand and revenue stability.

8. By-Product Utilization & Circular Processing

Gap: Limited systems to capture secondary value from waste streams (e.g., fruit pomace, whey, bones, fats, spent grain).

Impact: Disposal costs increase; potential revenue streams are lost.

Opportunity: Develop systems to capture and process by-products into secondary products or compost, creating revenue streams and improving sustainability performance.

9. Market Intelligence & Coordinated Branding

Gap: Fragmented market data and limited collective branding.

Impact: Producers underprice or mis-target markets; Regional identity is under-leveraged.

Opportunity: Invest in market intelligence, pricing data, and coordinated regional branding to support premium pricing, better market targeting, and stronger regional identity.

INVESTMENT OPPORTUNITIES

The strongest investment opportunities in the Shuswap are mid-scale, shared, and modular processing and logistics businesses that convert existing farm output into higher-value, market-ready products while reducing bottlenecks for local producers. Specific opportunity spaces that align with a Shuswap economic profile and value proposition are as follows:

1 REGIONAL MEAT CUTTING & SPECIALTY PROTEIN FACILITY

Gap filled: Livestock produced locally but processed elsewhere.

Model: Provincially inspected, mid-scale abattoir with cut-and-wrap, specialty products.

Why it works: Beef, lamb, and poultry already exist in the region; Chronic processing bottlenecks across the Interior; Revenue from processing fees, branded meats, and wholesale accounts.

Upside: Retains value locally, reduces hauling costs, supports ranch viability.

2 SHARED COLD STORAGE & AGGREGATION HUB

Gap filled: Post-harvest storage and consolidation.

Model: Fee-based cold storage with optional aggregation and logistics services.

Why it works: Tree fruit, produce, berries, and meat need cold chain access; Small producers can't justify private facilities; Enables consistent supply to retailers and institutions.

Upside: Low production risk, scalable, strong anchor for future processors.

3 FRUIT PRESERVATION & PROCESSING FACILITY

Gap filled: Surplus and cosmetically imperfect fruit going to waste.

Model: Processing fruit into juice, puree, dried fruit, cider inputs, preserves.

Why it works: Apples, cherries, berries already grown locally; Value is captured from seconds and surplus crops; Multiple revenue streams from bulk ingredients and branded products.

Upside: Climate-resilient, export-capable, supports orchard economics.

4 DAIRY & ALTERNATIVE DAIRY MICRO-PROCESSOR

Gap filled: Lack of small-batch dairy and plant-based processing.

Model: Artisan cheese, yogurt, kefir, or oat/seed-based beverages.

Why it works: Regional demand for local dairy alternatives is strong; Fits ALR-adjacent or light industrial zoning; Premium pricing offsets small volumes.

Upside: Brand-driven, tourism-friendly, high margin per unit.

5 COMMERCIAL KITCHEN AND CO-MANUFACTURING SPACE

Gap filled: Scale-up pathway for food entrepreneurs.

Model: Rentable, certified kitchens with co-packing services.

Why it works: Producers already making sauces, baked goods, preserves; Reduces barriers to regulatory compliance and growth; Works well with food hubs and farmers markets.

Upside: Portfolio risk spread across many tenants.

E.g. [Zest Commercial Food Hub](#) – Salmon Arm.

6 GRAIN, PULSE, AND SPECIALTY CROP PROCESSING

Gap filled: Raw crops shipped out without processing.

Model: Small mill, roastery, or pulse cleaning and packaging operation.

Why it works: Forage and field crops exist, niche grains emerging; Growing demand for local flour, grains, and plant proteins; Strong B2B and retail potential.

Upside: Shelf-stable products, lower cold-chain dependence.

E.g. [Shuswap Flour Mill](#) – Celista.

INVESTMENT OPPORTUNITIES

Specific opportunity spaces that align with Shuswap economic profile and value proposition are as follows:

7 BOTANICAL, NUTRACEUTICAL, AND NATURAL PRODUCTS PROCESSING

Gap filled: Under-utilized specialty crops and wild inputs.

Model: Drying, extraction, blending for teas, supplements, wellness products.

Why it works: Clean-brand, traceable sourcing is highly valued; Small footprint, high value per kilogram; Pairs well with contract growing.

Upside: Export-ready, light industrial compatible, high margins.

8 FARM-TO-INSTITUTION AGGREGATION & PROCESSING

Gap filled: Institutions can't source consistently from small farms.

Model: Central buyer and distributor for schools, hospitals, care facilities.

Why it works: Stable, predictable demand; Aggregation solves volume and consistency issues; Supported by public policy goals.

Upside: Long-term contracts, social impact aligned with profitability.

E.g. B.C.'s [Feed BC initiative](#) is a government program led by the Ministry of Agriculture and Food designed to boost the amount of B.C.-grown and processed foods served in public institutions such as schools, hospitals, long-term care facilities, post-secondary campuses, and other government facilities. It includes support for procurement, planning, and market connections to help institutions buy local and link up with producers and processors.

E.g. Supporting programs help build the aggregation and logistics infrastructure. There are related programs like the Food Storage, Distribution and Retail Program delivered by the [Investment Agriculture Foundation of BC](#), which provides funding for regional distribution networks, shared storage, and logistics improvements — all building blocks for farm-to-institution supply chains.

E.g. Projects like [UBC's Centre for Sustainable Food Systems Farm to Institution](#) research document and help advance FTI programs across BC, showing this is an active area of policy and community practice.

9 AGRI-TOURISM PRODUCTION ANCHORS

Gap filled: Visitor demand exceeds product experience offerings.

Model: Winery, cidery, creamery, or food production with tasting and retail.

Why it works: Tourism already strong in the Shuswap; Visitors pay premiums for experience + product; Direct-to-consumer margins are highest in the chain.

Upside: Brand amplification, diversified revenue streams.

AGRIFOOD BUSINESS RESOURCES & INCENTIVES

This resources directory helps businesses identify funding, technical support, training, and market development opportunities to grow, innovate, and scale their operations.

SHUSWAP

Agriculture Land Reserve (ALR)

- [Agricultural Land Reserve General](#)
- [ALR Maps](#)
- [ALR – Okanagan Administrative Region](#)
- [Property and Map Finder](#)

[City of Salmon Arm Food and Beverage Processing Sector Profile](#)

[City of Salmon Arm Food Production Video](#)

[Shuswap Agricultural Association](#)

Promotes local agriculture, hosts the Salmon Arm Fair, and supports education / networking.

[Shuswap Agricultural Strategy / Plan \(2014\)](#)

Useful for strategic planning, understanding land-use context (ALR), and market / infrastructure opportunities.

[Shuswap Community Farm Coop](#)

Helps local farmers with shared infrastructure (e.g., cold storage), tool libraries, and community support for food production. Useful for new or small-scale farmers looking to access resources without huge capital.

[Shuswap Food Action Society \(SFAS\)](#)

Dedicated to building community around local food and raising awareness of food security issues. Offers community teaching garden, farmers market, “project grow” youth garden, cold storage solutions, and local food support resources.

[Zest Commercial Food Hub](#)

Shared-use commercial kitchen / food processing hub in Salmon Arm to support food entrepreneurs and value-added agriculture. Part of the [BC Food Hub Network](#), enabling small producers to scale without huge upfront investment.

BC

[BC Ministry of Agriculture and Food](#)

[BC Agri-Business Planning Program](#)

Funding support for primary agricultural producers and agriculture, food, and beverage processors to support informed decision-making and ensure business development. Two streams: Agri-business skills and leadership development, and Business planning, preparedness, and disaster recovery.

[BC Agriculture Council \(BCAC\)](#)

Industry organization / advocate for farmers and ranchers in BC. Resources: business risk management, labour issues/access to workers, policy / water & climate risk / farm business advocacy.

[New Entrant Farm Business Accelerator Program](#)

Designed to help new farm businesses achieve income growth, ensure commercial viability, and strengthen financial sustainability.

[BC On-Farm Technology Adoption Program](#)

Supports farming agriculture businesses to grow, raise, harvest, pack, or store crops and animals more profitably, productively, and/or efficiently through labor-saving technologies.

[BC Agriculture in the Classroom Foundation](#)

Resource for outreach, community engagement, and connecting with younger audiences / schools.

[Innovate BC](#)

Various programs and services to support innovation in British Columbia, including the B.C. On-Farm Technology Adoption Program and other initiatives aimed at fostering innovation in agriculture.

[Investment Agriculture Foundation of BC \(IAF BC\)](#)

Helps fund and support food processing, value added businesses, and agrifood industry development.

[BC Agriculture Council \(BCAC\)](#)

Mandate broadly covers B.C. farming and ranching. Often acts as an umbrella/advocacy body for multiple member associations across commodity types, which can include producers seeking to add value beyond raw commodity production.

[BC Food and Beverage Processing](#)

[Buy BC Products](#)

10,000+ that are licensed to use the Buy BC logo.

[Sign up for the AgriService e-Bulletin](#) to stay informed upcoming programs, webinars, events and resources, delivered straight to your inbox.

Sign up for the Feed BC Champions newsletter for food service buyer B.C. food events and product updates (email feedbc@gov.bc.ca to sign up for this newsletter).

BC ASSOCIATIONS

[BC Cattleman's Association](#)

[BC Chicken Growers Association](#)

[BC Food and Beverage Processors Association](#)

[BC Fruit Growers Association](#)

[BC Grape Growers Association](#)

[BC Young Farmers – Okanagan](#)

[Interior Greenhouse Growers Association](#)

[North Okanagan Beekeepers Association](#)

[North Okanagan Organic Association](#)

[Small Scale Meat Processors Association](#)

CANADA

[AgriInnovate Program](#)

Repayable contributions for projects that aim to accelerate the commercialization, adoption and/or demonstration of innovative products, technologies, processes or services that increase agri-sector competitiveness and sustainability. Funding up to \$5 million.

[Sustainable Canadian Agricultural Partnership](#)

A federal-provincial-territorial initiative that provides funding to support the agriculture sector's competitiveness, innovation, and sustainability. Programs Include: Agri-Innovation; Agri-Science; Agri-Environment; Agri-Competitiveness.

[Scientific Research and Experimental Development Tax Credit](#)

Encourages Canadian businesses to conduct research and development in Canada. Tax Credit: 35% for the first \$3 million of qualified expenditures for Canadian-controlled private corporations (CCPCs). 15% for expenditures exceeding \$3 million.

INDUSTRY & NOT-FOR PROFIT ORGANIZATIONS & OTHER RESOURCES

[Investment Agriculture Foundation of BC \(IAF\)](#)

Delivers a variety of programs supporting BC's agriculture and food sector, including funding opportunities, mentorship, and resources for business development.

[Young Agrarians](#)

provides business tools and mentorship for new farmers to support skills development to run ecologically sustainable and financially viable farm businesses.

[Canadian Agricultural Human Resource Council \(CAHRC\)](#)

A national, non-profit organization addressing human resource issues in Canadian agriculture, providing research and insights to grow the workforce.

[AgPal](#)

Program and service finder that helps farmers and agri-businesses find relevant resources by gathering agricultural information and presenting it all in one place.



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