



SUMMARY

Membership and Supporter Survey Results

December 2020 – January 2021

BC CRAFT FARMERS CO-OP

INTRODUCTION

- Goal of survey to inform elected BCCFC Director's 2021 budget and strategic planning
- Distributed only to eligible Members and Supporters between Dec 22, 2020 and Jan 22, 2021
- High return rate (53%)
- Combination of 10 open-ended, ranking and Yes/No questions
- Initial focus on ranking responses; review of open-ended response over coming week
- Plans to reconfigure survey slightly for public consumption as early as next week

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Which proposed BCCFC activities bare most important to you?

Rank from 1 to 5 with (5) being most important.

PROPOSED ACTIVITY	AVERAGE SCORE (1-5)
ADVOCACY: Public affairs focused on all levels of government, media and key stakeholders	4.40
SERVICES: Direct services to Members and Supporters (applications, purchasing, investment, insurance, etc.)	4:09
NETWORKING: Special events, social activities, working committees, digital networks, etc.	3.79
QUALITY STANDARDS: Promoting good production practices, BC certification, training and workplace safety	3.91
COMMUNITY ENGAGEMENT: Outreach to public stakeholders, consumers, Indigenous communities, national organizations, etc.	3.69

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BCCFC can issue Investment Shares to raise capital for special projects. Which opportunities should Directors pursue with Members and Supporters?

PROPOSED INVESTMENT PRIORITY	AVERAGE SCORE (1-5)
Advocacy and Public Education Campaign	3.44
Expand Processing Capacity	4:00
Increased Access to Product Testing and Quality Control Services	3.62
Central Purchasing for Members and Supporters	3.82
Local Partnership Development (Land Use, Economic Development)	3.35
Fully Implement Direct and Farm Gate Sales	4.55
Access to Capital	3.83
None of the Above	1.63

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What do you think BCCFC's advocacy priorities should be?

GOVERNMENT	AVERAGE SCORE (1-5)
Canada	4.10
British Columbia	4:32
Local/Municipal Government	3.92
Indigenous Government	3.31

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Should BCCFC promote cannabis substitution as an effective public health response to the overdose crisis and other public health challenges?

RESPONSE	%
YES	86
NO	14

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BCCFC has proposed four qualification steps for BC certification (BC-Origin; BC-Grown; BC-Owned; BC-Processed & Packaged). Do you support these four steps?

RESPONSE	%
YES	84
NO	16

To be BC certified, how many of the proposed steps should the product achieve?

RESPONSE	%
4/4	40
3/4	47
2/4	11
1/4	1

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BCCFC's Quality Committee has developed quality standards for craft cannabis that identified 5 Pillars of Good cannabis Production Practices. Which are the most important to you?

PILLARS	AVERAGE SCORE (1-5)
Standard Operating Procedures	3.74
Facility Design	3.76
Pest Control and Sanitation	4.00
Testing and Quality Assurance	4.34
Record Keeping and Good Documentation	3.78

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CONCLUSION

- Early priorities emerging for Board planning
 - Emphasis on advocacy with all levels of government
 - Members want BCCFC to help facilitate service delivery
 - Strong support for issuing investor shares – particularly to support expansion of processing options, direct sales to retailers and farm-gate sales to consumers
 - Strong support for ongoing advocacy regarding medical access
 - Strong support for BC Certification steps
 - Testing and quality assurance most valued GPP
- Review open-ended responses; Publish Summary for Members and Supporters
- Schedule of announcements in February that respond to results; Focus on networking, services and advocacy
- Invite public feedback
- Regular reporting back to members on actions



THANK YOU

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