

AMLEO 

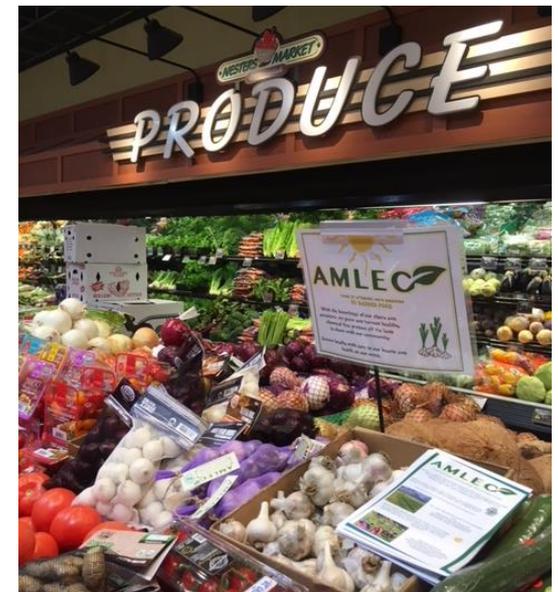
**"AN AGRICULTURE BUSINESS
CREATING FOOD SOVEREIGNTY "**

Back ground

- T'it'q'et established a community garden under a non-profit called Ucwalmicw centre society.
- It was volunteered based that grew produce and distributed the harvests to the community Elders and low income families.
- Lacked sustainability.
- It sparked the Garlic initiative.



- The communities Corporation initiated a feasibility study on agriculture marketing and food hubs to enhance the communities agriculture initiative.
- The study lead to an opportunity to market our garlic into the local stores, and beyond .
- Created partnerships and connections to the farming community.



Structure

- The Amlec business was created from an Economic Development Authority Non-profit society.
- Amlec created a partnership between 2 non-profits. TEDA, Ucwalmicw society

Amlec Marketing study

- A brand was developed to market our garlic
- The Am'lec name was selected because of the meaning behind the name (To gather food)
- the name is a st'at'imc word that is simple to say and recognizable.
- Developed the name as a logo
- Packaging, labels and barcodes were researched and implemented.

Diversity

- Including value adding and processed crops into the project
- Developed a 3-pack garlic product
- Processed raw garlic into garlic powder
- Experiment with different products for cost effectiveness ie onion powder, soup mixes, packaged dry beans etc



Future

- Working on AOA (Agriculture opportunities assessment) Grow it Forward 2.
- Develop other revenue driven products.
 - MRE's
- Grow an educational element to the program.
 - Partner with a University to host a program in the community

Marketing 101

- Am'lec's philosophy is to " Honour our elders, encouraging our youth and developing a food system"
- Holistic approach is very marketable
- It's a story that consumers and the market place support.

Questions ? Comments?

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