



SSFPA News

March 8 is International Women's Day! To highlight the important work that women have contributed to the food industry, the SSFPA has teamed up with CAPI to present [Empowering Women in Agri-Food: Investing, Supporting, and Overcoming Barriers](#). This webinar will take place on March 8 at 11:00 EST. Click the link above to learn more and register.

Webinars coming up: The SSFPA has two upcoming webinars:

- [The Missing Middle: Policy Intervention in Regional Food Systems](#). In Partnership with CAPI, this webinar will take place on March 20 at 11:00 EST.
- [Canada's Food \(In\)Security – Why We Are All at Risk](#). In Partnership with the CFUW Ontario Council, this webinar will take place on March 23 at 10:00 EST.



Venture-Capital Ready: Investing in Women

From Project Manager Sandy Mark

With International Women's Day approaching, it is important to emphasize the value women bring to our food system.

Women are farmers, processors, manufacturers, distributors, and more. Even women that do not work in the food system influence it – women drive 70-80% of all consumer purchasing through buying power and influence (Statista, 2023).

"Women make up less than 25 per cent of directors on Canadian boards, and only 19.4 per cent of partners at Canadian venture capital firms are women. The result? Since 2014, only 10 per cent of Canadian venture capital investment deals involved shaking hands with a woman."

-Movement51

And yet, women still face issues every day in growing their businesses and furthering their success. Women are less likely to receive a loan, and are more likely to struggle with financial confidence and literacy (Forbes, 2017). According to the SSFPA's partner, Movement51, women entrepreneurs only receive 1.5% of venture capital investment.

So, how do we break this cycle? It starts with giving women easy avenues to access financing. With creating supportive spaces to learn about the finances of one's business. With finding investors that understand the intricacies of running a food business, and know what success looks like.

With [Venture-Capital Ready](#), we are trying to create an opportunity for women to increase their access to finance in a supportive and uplifting environment. On the other end, we are also educating investors on how to properly evaluate a food business.

Our goal is to provide women food entrepreneurs the support they need to achieve the success that they deserve. Twenty women participated in our first cohort, and we are excited to help many more!

Community Highlight

Highlighting the members and partners of the SSFPA

This month, the SSFPA is highlighting partner **Campbell's Gold Honey Farm & Meadery**.

Campbell's Gold is an apiary situated in Abbotsford, BC. They offer a variety of bee products, including specialty honeys and honey wine, that are available to purchase online and at their store on their farm.

When owners Mike and Judy were approaching retirement, they turned their beekeeping hobby into a full-fledged business. Since then, they have both completed their Masters in Beekeeping, participated in research to enhance bee honey health, and held educational tours to educate their community on beekeeping. Now, they run the business alongside their daughter, Jenny, who supervises the wine making and farm planning.

Says Campbell's Gold, "Our passion includes bee education and being socially and environmentally responsible. We feel it is critical to encourage future generations to learn about apiculture and the importance of bees in the food chain."

[Check out the Campbell's Gold here.](#)



The Scoop

Monthly musings from the SSFPA Executive

Impact. I just finished reading a book by Rick Mercer, *The Road Years – A Memoir Continued...* After his long gig on the popular television show, *22 Minutes*, Rick Mercer went on the road from 2004 to 2018 to gather material for his Tuesday evening *Rick Mercer Report*.

Rick traveled across Canada, from cities to towns in every province and territory. He looked for events and the people that ran them, played (as in having fun) with famous characters like Geddy Lee from Rush, and he got "backstage" with prime ministers, ambassadors, generals, and civil servants. He found heroes and influencers everywhere!

How does that relate to food? We are all part of our small and large communities. Take a moment and reflect – how have you been a hero, an influencer? You are growing food or making it for a reason, and for a particular group of people. They like and respect and support you. You are having an impact. You are the kind of person Rick Mercer, or umpteen other media types, would showcase.

Two things: Pat yourself on the back for being a hero for your target customers! Contact your local newspaper, online and not, and see if you can arrange an interview! People are hungry to find out about you and your offerings!

–Pam Baxter, SSFPA President

