



Moose Meadows Farm

2861 Nazko Road, Quesnel, BC, V2J 7E5, CANADA

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www.moosemeadowsfarm.ca

"Where we farm with the seasons"

Greetings from the North Cariboo!

Please find attached a Portfolio for Moose Meadows Farm and it's operators, Heloise Dixon-Warren and Ted Traer. Located just 15 km. west of Quesnel, British Columbia the farm is bonafide, and the only accredited agritourism farm in the Cariboo – Chilcotin Region of the province. Established as a farm in 2002, it operates throughout the year using both conventional and non-conventional farming activities. The farm accomplishes this through *"Farming with the seasons"* as its practices change throughout the year.

In addition to traditional farm products such as farm fresh free range eggs, Christmas trees, and alpaca / fibre products, the farm is the largest manufacturer of evergreen products (wreaths, garlands, centrepieces, door swags) for the retail market in western Canada, is an established birch syrup producer, and sells a variety of wild syrups and jellies (e.g. Fireweed Blossom, Highbush Cranberry, Wild Rosehip, Dandelion Blossom, Wild Saskatoon). Both Ted and myself are Registered Professional Foresters who have chosen to farm using the resources we are knowledgeable about. The farm sells its products at the farm gate, at Farmers Markets, and through the internet. Due to the innovative techniques practiced, we are proud recipients of several awards the farm has received over the last few years.

Over the past few years, we have presented at several workshops and conferences throughout western Canada where we have shared our ideas, successes, and experiences. Our mission in doing so is to encourage other producers to satisfy their desired lifestyles by being progressive, open to adapt, and to assess their land base to include resources not typically used in agriculture. By combining our education and organising skills with on the farm experiences, we have developed an expertise in direct farm marketing, balancing family life, work life and farm life, association management, and on-farm assessments. We are now offering one-on-one consultation and are available to offer workshops and / or speak at conferences on our specialty topics.

Thank you for taking the time to read this letter and the attached portfolio on the services offered by Moose Meadows Farm. We would be thrilled if we worked together in the future.

Thank you.

Heloise Dixon-Warren
Moose Meadows Farm





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Who We Are

Moose Meadows Farm, owned and operated by **Heloise Dixon-Warren** and **Ted Traer**, is your Birch Syrup, Christmas Tree and Evergreen Wreath, specialist! Comprised of 65 acres, the farm is located 15 km. west of **Quesnel, British Columbia** in the heart of the North Cariboo. It was established as a bonafide farm in April, 2002 when the "Dixon-Traer" family moved to the area. Heloise and Ted are both **Registered Professional Foresters (RPF's)** in addition to the other hats they wear. Heloise is the President of **FARMED** (North Cariboo Agricultural Marketing Association / www.farmed.ca) and a Director with the **BC Agritourism Alliance** and the **Quesnel Agricultural Exhibition Association (QAEA)**. She continues to practice forestry but her primary interests lie in non-timber forest products, agroforestry and agricultural diversification. Ted works full time off the farm with the **Ministry of Forests** as the Woodlot Forester and is an active member of **Quesnel Rotary**. He is past President of the QAEA. In 2008, Heloise was appointed to the BC Assessment Farm Assessment Review Panel to review how farm land is classified in British Columbia. The panel met regularly and attended consultation meetings throughout British Columbia and made recommendations to the Province of British Columbia as to how the farm land classification system could be changed.



Heloise and Ted believe in **diversification** and accomplish this through "*Farming with the seasons*". The farm offers a variety of products and incorporates both conventional and non-conventional agricultural practices. This includes agroforestry, agritourism, and non-timber forest products. Marketing of its products are done at the farm gate, through farmers markets and via the internet. In November, 2007 the onsite gift store "**The Antler Shed Gift Shop**" opened which has been a successful addition.

Moose Meadows Farm is currently the only **accredited agritourism** farm in the Cariboo – Chilcotin Region of British Columbia. It has a simple philosophy which it is proud of... "All living things can be enjoyed simply for who and what they are". The farm also believes in being friendly – for the environment, for the people that visit and the "residents" that call it home. The farm operates under an **Environmental Farm Plan** through the Canada – British Columbia Environmental Farm Plan Program.

Heloise and Ted are proud of the awards and recognition they are received for their efforts. In February, 2009, they were recognized as **Live Smart Heros** for their efforts towards creating a more sustainable environment. In October, 2008 Heloise was profiled in the book "*New Pioneers – Stories of 100 BC Women Entrepreneurs*" whereas in February, 2008, the farm received the "**Award of Excellence for Innovation in Agriculture and Agri-Food**" for its contribution to the development and promotion of the birch syrup industry in British Columbia through Heloise authoring "The Birch Syrup Production Manual – Tapping into Syrup Boreal Forest Style" and facilitating two



introductory birch syrup production workshops. In September 2007, Heloise was honoured to receive the “**2007 Innovator of the Year Award**” at the Northern BC Today’s Woman Awards whereas the farm received the “**2007 Home Based Business Excellence Award**” at the Quesnel Business Excellence Awards.

Both Heloise and Ted are available to **speak** about, and provide **consultation** advice, about agricultural diversification, non-timber forest products, and what has worked for Moose Meadows Farm. *Their aim is to educate based upon their own experiences. The knowledge which they share comes from real-life!!*

Services / Specialties / Topics

Agricultural Diversification

Agritourism
Direct Farm Marketing
Distance Marketing
Agroforestry
Forestry
Marketing
Community Sustainability
Backyard Egg Production & Poultry Care
Alpaca / Llama Care

Non-Timber Forest Products

Birch Syrup Production
Christmas Tree Production & Marketing
Evergreen Products – wreaths, garlands, swags, etc.
Tree Tapping for Sap Collection and Syrup Making
Wild Foods

Services Available

Workshop / Courses
Hands on Training
Presentations
On Site Assessments
Farm Prescriptions
Feasibility Studies
Business Planning

Presentations

The following are presentations that Heloise and Ted have given. Moose Meadows Farm can update and adapt the appropriate one to fit your audience, or will create a presentation topic just for you. Please contact us to discuss.

HELOISE DIXON-WARREN, BSc, RPF

ALTERNATE CROPS & AGRI-TOURISM - A Year Round Experience, Horticulture Grower's Short Course (Alternate Crops - Enhancing your Crop Diversity), Lower Mainland Horticulture Improvement Association, Pacific Agriculture Show, Abbotsford, BC, January 30, 2010

AGROFORESTRY - Diversification Options for Communities Impacted by the Mountain Pine Beetle, UNBC, Prince George, December 3-4, 2009

Day 1: Adding Value to Sustainable Harvest Practices; Day 2: Ideas into Action: Creating & Enhancing a Value Added Business

Heloise presented on the following topics: " Adding Value & Product Diversification", "Identifying & Developing Potential Markets", "The Start Up Phase - Panel Discussion", "Product Development - Panel Discussion"

INTRODUCTION TO TAPPING BIG LEAF MAPLE TREES AND OTHER BC HARDWOODS, Saturna Island Rec. and Saturna Eats / 31 Squared, October, 2009

AGRITOURISM – Sustainability in Action (Industry Snapshot), Building Sustainable Communities Conference, Kelowna, February, 2009

WHAT’S WORKING IN THE NORTH CARIBOO, BC Farm Women’s Network Conference, Quesnel, Sept, 2008



AGRITOURISM – Endless Opportunities, Quesnel Fall Fair, August, 2008

BIRCH SYRUP PRODUCTION WORKSHOPS, Quesnel, April 2007-2008

FARM DIVERSIFICATION, BC Farm Women's Conference, 108 Mile House, October, 2007

INTRODUCTION TO FARMED, CFBMC Marketing Caravan, Quesnel, March, 2007

TED TRAER, BScF, RPF

ALTERNATE CROPS & AGRI-TOURISM - A Year Round Experience, Horticulture Grower's Short Course (Alternate Crops - Enhancing your Crop Diversity), Lower Mainland Horticulture Improvement Association, Pacific Agriculture Show, Abbotsford, BC, January 30, 2010

INTRODUCTION TO TAPPING BIG LEAF MAPLE TREES AND OTHER BC, Saturna Island Rec. and Saturna Eats / 31 Squared, October, 2009

CHRISTMAS TREE MANAGEMENT WORKSHOP, Quesnel Fall Fair, August 2008

BIRCH SYRUP PRODUCTION WORKSHOP, Quesnel, April 2007-2008

TAKING NON-TIMBER FOREST PRODUCTS TO THE NEXT LEVEL, Diversifying Opportunities for Community Forests, BC Community Forest Association June, 2007

BIRCH SYRUP AND OTHER GOODS FROM THE PEACE COUNTRY WOODS, Agroforestry Potential for the Peace Region Conference, August, 2007

AGRICULTURAL DIVERSIFICATION AND MARKETING, Quesnel Farmers Market Workshop, March, 2006

Contact Moose Meadows Farm

To contact Moose Meadows Farm as a whole, or to contact either Heloise or Ted, please don't hesitate. For additional information on our farm and /or services, please contact us at 250.249.5329, email to mmfarm@goldcity.net , or check out www.moosemeadowsfarm.ca

