



InfoBasket- A One Stop Shop for Agri-Food Information

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B.C. Ministry of Agriculture, Food & Fisheries

*From the Farm Gate to the Dinner Plate Conference
Edmonton, Alberta
November 4, 2003*

InfoBasket- A One Stop Shop for Agri-Food Information

- Major Trends in Agriculture
- Issues- Web Based Information
- Overview of InfoBasket Portal
- Summary and Future Opportunities

Major Trends in Agriculture

- Increasing Demand for Safe, High Quality, Fast, Convenient Foods
- Increase in genetic/biotech foods and non-food products
- Expanding Regulations
 - food safety
 - environmental

Major Trends in Agriculture

- Increased Record-keeping
- More vertical and horizontal alliances
 - Value-added products
- Increased Concentration
 - input and output side of agriculture
- Continued Globalization of Farm Markets

Major Trends in Agriculture

- Farmers getting older
 - farm transfers to next generation/others
 - changing skill sets and expectations
- Greater use of Computers and the Web
 - E-Business / Commerce
- Increased business complexity and more sophisticated information requirements

Issues- Web Based Information

- Transition to information technologies
- Awareness / Skills / Knowledge
- Finding the "right" information
- Credibility
- Developing on-line resources
- Budget constraints- Research & Extension
- Rural Infrastructure (digital divide)

Web Portals

- A Doorway to Information on the Web



- Specialized doorway for clients

INFOBASKET

An Electronic Service Delivery Tool



- *An Information Portal Improving Access to Information to meet specific client needs in B.C.*
 - *help solve business problems*
- *Winner- 2001 Public Sector Technology Awards for Electronic Service Delivery*

InfoBasket

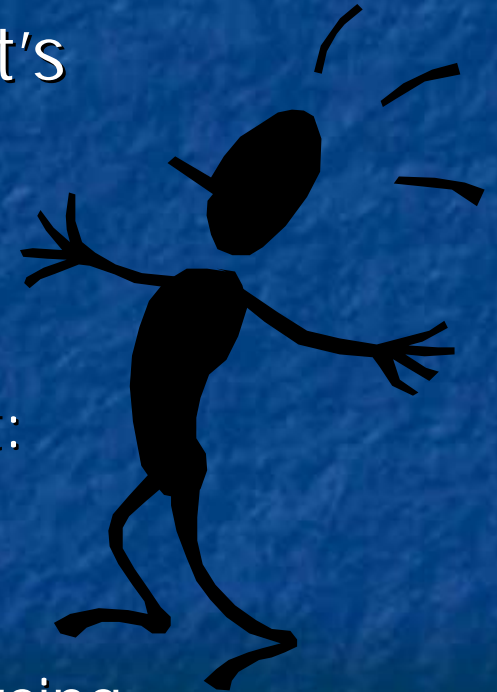
Ministry of Agriculture, Food & Fisheries

Why Are We Doing This?

- Shifting focus to value-added delivery
 - E-Services / 24:7 Access / Relevant / Credible
- Feedback from clients and staff -- "It's difficult to find information"
 - Ginseng search = 500,000 hits on Google
- Internet Usage Trends

Number of Households Using the Internet:

 - In 1996: 1% in Canada, 3% in BC
 - In 1999: 55% in Canada, 65% in BC
 - In 2001: 70% in BC (40.2% of farms using computers)



Computer use, provinces

Click here to select a province

British Columbia	1996	2001	1996 to 2001	2001
	Farms reporting		Change	As a proportion of all farms using computers
	number		%	
All farms in the province	21,835	20,290	-7.1	...
Farms using computers	5,144	8,146	58.4	...
Use: ¹				
Bookkeeping	...	5,880	...	72.2
Livestock/crop record-keeping	...	3,680	...	45.2
Word processing	...	5,957	...	73.1
Internet	...	5,700	...	70.0
E-mail	...	5,480	...	67.3
Other uses	...	26	...	0.3
... Not applicable.				
1. This question was first asked in 2001. Respondents could choose more than one use.				
Source: Statistics Canada, Census of Agriculture.				
Last modified: 2002-05-15.				

For more information on the concepts, methods and quality of the data contained in this table, consult the [2001 Census of Agriculture](#).

InfoBasket- Responding to Information Delivery Challenges

GOALS

- Make it easy for clients to access information
- Make it easy for staff to provide information

HOW

- Organize information around client needs
 - intuitive categories
- Leverage staff expertise & provide information broker role

Benefits of Intuitive Information Categories

- Clients can find what they need
 - self-help.
- Assists clients in self-diagnosis
 - helps steer them in the right direction
- Forces us to talk the client's language
 - improves communication & access
- Assists staff in responding to client inquiries
 - tool can be used by staff to respond to client needs

MAFF As An Information Broker

- Leveraging MAFF staff expertise
 - On-on-one: Mail-out, Fax/phone, In person
 - One-to-many: Presentations, Courses
 - One-to-infinite: InfoBasket
- MAFF specialists review information to ensure that it is appropriate for and applicable to their clients
- Client gets information on how to grow Ginseng instead of advertising for health food stores selling ginseng

Benefits of Taking on the Information Broker Role

- MAFF is not recreating the wheel
 - Benefit from existing information (internal and external) that responds to our client needs
- MAFF can focus on its points of expertise
 - changing business requirements
- MAFF can work on filling the “gaps”
- Bolsters MAFF’s reputation as credible information source (clearing house)

The InfoBasket Portal

- Communities (Business Focus Areas)
- Data Hierarchy
 - client driven / intuitive
- Crawls web sites for specific information
 - filters / specialist approvals
- Regularly searches for and brings back new information
- Removes broken links
- Users can 'search' and 'browse'



The InfoBasket Portal

- Using Plumtree portal software to create crawlers and search for information
- Currently using Version 4.0 and in the process of upgrading to Version 5.0
- Version 5.0 will provide more flexibility with Communities, Sub-Communities, Improve the User Interface and Portlets



Information Categories (Major)

- Production & Processing
- Business Management & Finance
- Marketing & Trade
- Regulations & Legislation
- Directories & Contacts
- Statistics & Market Data



Communities

* [Welcome](#) *

- [Agroforestry](#)
- [Apiculture](#)
- [Beef](#)
- [Bison](#)
- [Field Vegetables](#)
- [Forage](#)
- [Game Birds](#)
- [Goats](#)
- [Grains, Oilseeds, Pulses, and Forage Seeds](#)
- [Micro Food Processors](#)
- [Organics](#)
- [Ornamentals](#)
- [Ratites \(Ostriches, Rheas, & Emus\)](#)
- [Sheep & Lambs](#)
- [Specialty Crops](#)
- [Tree Fruits](#)
- [Waterfowl](#)

Winner of the 2001 Public Sector Technology Award for Electronic Service Delivery



Welcome

INFOBASKET: YOUR PORTAL TO AGRI-FOOD INFORMATION ON THE INTERNET

Our specialists have linked you to information sources from around the world, including governments, universities and research institutes.

◀ **Choose a community to get started.**

Please Note: Some of this information comes from outside of British Columbia. You must evaluate if it applies to your particular situation (e.g. check Canadian registration status for pesticides prior to use, confirm hardiness zones, etc.). Please read the [DISCLAIMER](#).

If you are new to InfoBasket or would like some help using this site please read the [Getting Started](#) page.

Message of the Day, Alerts, and Notifications...

Check out the **New BSE (Bovine Spongiform Encephalopathy) Folder in the Beef Community.**

The British Columbia Ministry of Agriculture, Food and Fisheries is currently developing the following communities: [Agritourism](#); [Berries](#); and [Greenhouse Vegetables](#).

New InfoBasket Communities will be launched throughout the year, so be sure to revisit this site.



InfoBasket Homepage

October 31, 2003 2:04:33 PM

Communities

- * Welcome *
- Agroforestry
- Apiculture
- Beef
- Bison
- Field Vegetables
- Forage
- Game Birds
- Goats
- Grains, Oilseeds, Pulses, and Forage Seeds
- Micro Food Processors
- Organics
- Ornamentals
- Ratites (Ostriches, Rheas, & Emus)
- Sheep & Lambs
- Specialty Crops**
- Tree Fruits
- Waterfowl

Specialty Crops Site Map

[Open Site Map](#)

Specialty Crops Frequently Asked Questions

[Specialty Crops F.A.Q.s](#)

Specialty Crops Calendar of Events

[Specialty Crops Calendar of Events](#)

Specialty Crops Alerts

Specialty Crops Folders

Search

All of InfoBasket Only Specialty Crops Only in this Folder

Search input field with Search and Reset buttons

Specialty Crops

Subfolders in "Specialty Crops"

- A. Production & Processing**
[1. Production](#), [2. Processing/Value Added](#), [3. Equipment & Operator Safety](#), [4. Buildings & Equipment](#), [5. Research & Development](#)
- B. Business Management & Finance**
[1. Business Planning & Development](#), [2. Investment & Sources of Finance](#), [3. Financial Management Resources & Tools](#), [4. Business Structures & Arrangements](#), [5. Risk Management ...](#)
- C. Marketing & Trade**
[1. Marketing Research](#), [2. Product Promotion](#), [3. Pricing & Grading](#), [4. Sales & Distribution](#), [5. Agricultural Awareness/Communications ...](#)
- D. Regulations & Legislation**
[01. Production](#), [02. Certification](#), [03. Food/Product Safety & Inspection](#), [04. Marketing & Trade](#), [05. Transportation & Handling ...](#)
- E. Directories & Contacts**
[01. Producer/Processor Associations](#), [02. Government](#), [03. Boards & Commissions](#), [04. Supplier Associations](#), [05. Distributor/Retailer Associations ...](#)
- F. Statistics & Market Data**
[1. Prices, Quantities & Grades](#), [2. Demographics: Farm & Population Statistics](#), [3. Land/Area of Production](#), [4. Consumer Trends](#), [5. Business Climate ...](#)

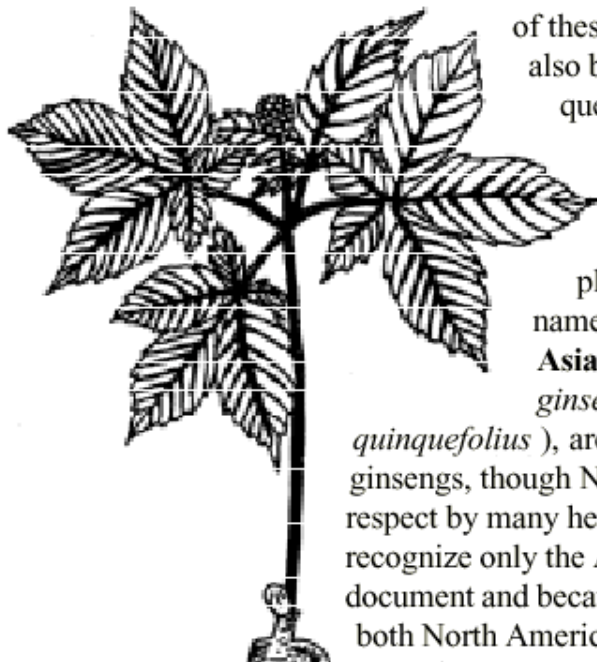
Documents in "Specialty Crops" (1 - 4 of 4)

- [*Specialty Crops - Frequently Asked Questions - BCMAFF](#)
 What are Specialty crops? I have a property capable of growing something, what should I grow? Where can I find information on a special or alternative crop? Is there any government support available... [properties...](#)
- [2001 Census Data Tables - Statistics Canada@](#)
 36 Agricultural Data tables from the 2001 Census. [properties...](#)
- [2001- B.C. Census of Agriculture Highlights - Statistics Canada@](#)

GINSENG – WHAT IT IS AND ISN'T!

Introduction

When you go into a retail outlet to buy ginseng, you may face a dilemma. A number of different products labeled 'ginseng' may be on the shelf and the confusion over what really is 'ginseng' begins. In reality, only a few of these may be a true ginseng product. There may also be a considerable price range, raising the question, if they are all 'ginseng', why the large difference in price?



The most important task then, is to sort out what is and what isn't a 'true ginseng'. All plants with *Panax* as part of their technical name are closely related and are called ginsengs. **Asian** (Chinese or Korean) ginseng (*Panax ginseng*) and **North American** ginseng (*Panax quinquefolius*), are considered to be the only two true ginsengs, though Notoginseng (*Panax notoginseng*) is gaining respect by many herbalists and scientists. Some scholars recognize only the Asian species but for the purposes of this document and because they are so similar in content and action, both North American ginseng and Asian ginseng are given

Ginseng
SHEET

NOVEMBER 2003

Event: From the Gate to the Dinner Plate - 2003 Conference

Description: The conference will provide a forum for presentations and workshop to address critical food safety issues and disseminate factual, scientific information about advances in agricultural technologies and products.

Date: November 2 - 4, 2003

Location: Westin Edmonton Hotel, Edmonton, Alberta

Website: <http://www.aic.ca/aicf/conference/>

Event: Invasive Plants in Natural and Managed Systems: Linking Science and Management and 7th International Conference on the Ecology and Management of Alien Plant Invasions

Date: November 3 - 7, 2003

Location: Wyndham Bonaventure Resort, Ft. Lauderdale, Florida, USA

Website: <http://esa.org/ipinams-emapi7/>

Event: Canadian Western Agribition

Date: November 24 - 29, 2003

Location: Regina Exhibition Park, Regina, Saskatchewan

Email: agribition@sk.sympatico.ca

Website: <http://www.agribition.com/index.php>

[[back to top](#)]

DECEMBER 2003

Event: Canadian Total Excellence in Agricultural Management - George Morris Centre

Description: The Canadian Total Excellence in Agricultural Management (CTEAM) program is the most innovative program of its kind in Canada. The top 20% of farmers in Canada come together to learn from each other, network and access the top agricultural experts in Canada.

Dates/Locations: Module 1 - Dec 2 -6, 2003 in Halifax, Nova Scotia
Module 2 - Mar 2 - 6, 2004 in Banff, Alberta

InfoBasket Information Sources

- BC Ministry of Agriculture, Food & Fisheries Web site
- Government Agencies
- Industry Associations
- Educational Institutions
- Research Stations
- Some Private Sites

InfoBasket Communities

- Agroforestry
- Apiculture
- Beef
- Bison
- Field Vegetables
- Forage
- Game Birds
- Goats
- Grains, Oilseeds, Pulses & Forage Seeds
- Micro Food Processors
- Organics
- Ornamentals
- Ratites
 - (Ostrich, Rheas, Emus)
- Sheep and Lambs
- Specialty Crops
- Tree Fruits
- Waterfowl

Communities Being Developed on InfoBasket

- Agritourism (November 19, 2003)
- Berries
- Freshwater Aquaculture (Salmonids)
- Greenhouse Vegetables
- Horses
- Oysters

- *Considering 4-H/Youth Development & Dairy*

InfoBasket- Food Safety & Quality

- BSE Support Information Folder



Communities

* Welcome *

[Agroforestry](#)

[Apiculture](#)

[Beef](#)

[Bison](#)

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[Ratites \(Ostriches, Rheas, & Emus\)](#)

[Sheep & Lambs](#)

[Specialty Crops](#)

[Tree Fruits](#)

[Waterfowl](#)

Beef Sitemap

[Open Site Map](#)

Beef Frequently Asked Questions

[Beef F.A.Q.s](#)

Beef Calendar of Events

[Beef Calendar of Events](#)

Beef Alerts

[Alerts](#)

Beef BSE Information

New! See the *BSE Support Information folder within this community.

Current Activities and Information

- [CAIS Program Application Forms Available for BC Cattle Producers \(Oct. 1/03\) **New!**](#)
- [Update on Interim CAISP Payment Program \(Sept 24/03\)](#)
- [Producer and Accountant Information Sessions for Whole Farm Insurance \(WFIP\) and Canadian Agricultural Income Stabilization Program \(CAISP\) **Updated!**](#)
 - [Producer sessions](#)
 - [Accountant sessions](#)
- [Canada British Columbia BSE Recovery Program: for information, please refer to the ministry's website: <http://www.agf.gov.bc.ca/ahc/bse/index.htm> or call 1 888 576-3276.](#)
- [BC Feed Listings - Peace River Forage Association of BC](#)

Beef Folder

Search

All of InfoBasket Only Beef Only in this Folder

Search

Reset

Beef : *BSE Support Information

Subfolders in "*BSE Support Information"

- 1. [Current News and Information](#)
 - [1.1 Press Releases](#) , [1.2 Links to Automatic Update Services](#) , [1.3 News Articles and Reports](#)
- 2. [Financial Programs/Resources](#)
- 3. [Management Options: Production Decisions](#)
 - [3.1 Livestock](#) , [3.2 Feed, Forage and Pasture Resources](#) , [3.3 Financial Management](#)
- 4. [Markets and Marketing](#)
- 5. [BSE Technical Descriptions](#)
 - [5.1 General Information](#) , [5.2 Human Health Issues](#)
- 6. [Other Affected Livestock](#)
- 7. [Farm Family Health Counselling Resources](#)
- 8. [Related Links](#)

InfoBasket- Food Safety & Quality

- National Sheep Identification Program



InfoBasket Homepage

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Sheep & Lambs Sitemap

[Open Site Map](#)

Sheep & Lambs Frequently Asked Questions

[Sheep & Lambs F.A.Q.s](#)

Sheep & Lambs Calendar of Events

[Sheep & Lambs Calendar of Events](#)

Sheep & Lambs Alerts

[Alerts](#)

Sheep & Lambs Information

New! The Canadian Sheep Identification Program begins on January 1st, 2004. The program is mandatory. For more information please see the [National ID Program](#).

See the [BSE Support Information](#) folder in the Beef Community for current news and information.

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Sheep & Lambs Folders

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Ministry of Agriculture, Food & Fisheries : [Sheep and Lamb](#)

Subfolders in "Sheep and Lamb"

- A. Production and Processing**
 - [1. Production](#) , [2. Processing/Value Added](#) , [3. Equipment and Operator Safety](#) , [4. Buildings & Equipment](#) , [5. Research and Development](#)
- B. Business Management & Finance**
- D. Regulations & Legislation**
 - [01. Production](#) , [02. Certification](#) , [03. Food/Product Safety & Inspection](#) , [04. Marketing & Trade](#) , [05. Transportation & Handling](#) ...
- E. Directories & Contacts**

InfoBasket- Food Safety & Quality

- On-Farm Food Safety Section



Field Vegetables

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Field Vegetables Site

[Open Site Map](#)

Field Vegetables Frequently Asked Questions

[Field Vegetables F.A.Q.s](#)

Field Vegetables Calendar of Events

[Field Vegetables Calendar of Events](#)

Field Vegetables Alerts

[Alerts](#)

BC Weather Map

[Environment Canada Weather Forecast for BC](#)

Contact Us

[Contact Us](#)

Field Vegetables Folder

Search

All of InfoBasket Only Field Vegetables Only in this Folder

[Field Vegetables](#) : [A. Production and Processing](#) : [1. Production](#) : [1.8 On Farm Food Safety/Quality Assurance](#)

Subfolders in "1.8 On Farm Food Safety/Quality Assurance"

- [1.8.1 Quality Assurance Programs](#)
 - [1.8.1.1 Checklists and Forms](#)
- [1.8.2 Organizations/Associations](#)
- [1.8.3 Training](#)
- [1.8.4 Safety Issues for Farm Tours](#)
- [1.8.5 Food Recalls/Alerts](#)
- [1.8.6 Food Pathogens](#)
- [1.8.7 Food Safety Standards](#)

Documents in "1.8 On Farm Food Safety/Quality Assurance" (1 - 6 of 6)

[Food Safety Concepts for Potato Producers - Alberta Agriculture](#)

In the process of growing, harvesting, storing and shipping, potatoes are exposed to many conditions that may result in food-safety problems. Three general types of contaminants can either reduce quality or actually make potatoes unsafe for consumers... [properties...](#)

[Food Safety Enhancement Program - Hazard Analysis Critical Control Points \(HACCP\) - Canadian Food](#)

[Inspection Agency@](#)

HACCP systems are unique for each establishment and specific food product. Canada is a world leader in the development of prerequisite programs, HACCP systems (and generic models) and the implementation in food establishments. [properties...](#)

[Food Safety Index Page - OMAFRA@](#)

Food Safety Index Page. Contains links to information on "On Farm HACCP" as well as numerous other food safety issues. [properties...](#)

[Food Safety Introduction - European Commission@](#)

Food safety - Introduction for consumers. European context. [properties...](#)

[Food Safety: Importance to all Canadians - Manitoba Agriculture and Food @](#)

Food safety is everyone's job, at each step of the way from the farm, through inspection and monitoring by government, processing, wholesale and retail sales to the consumer. Learning as much as possible about our food supply, is the first step. [properties...](#)

[Glossary of Terms - Manitoba Agriculture and Food@](#)

Glossary of terms associated with food safety inspection in Manitoba. [properties...](#)

Summary & Future Challenges

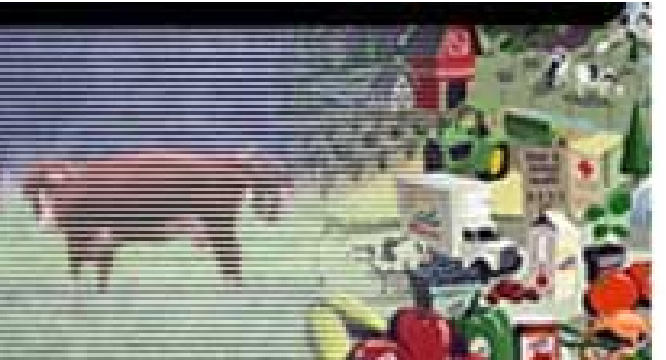
- InfoBasket
 - Utilizing portal technology to increase the access to relevant, timely, and credible information resources (*BC clients*)
 - Shifting focus to value-added delivery
 - Leveraging information / Specialists review
 - Resource constraints / Adapt to Client Needs

Summary & Future Challenges

- Meeting Information Needs
 - Research / Extension Services
- Awareness
- Partnerships (Public/Private)
- On-line Learning Resources
- Technology vs. Needs Driven
- Information Access & Communication
 - Producers - Consumers



Ministry of
**Agriculture, Food
& Fisheries**

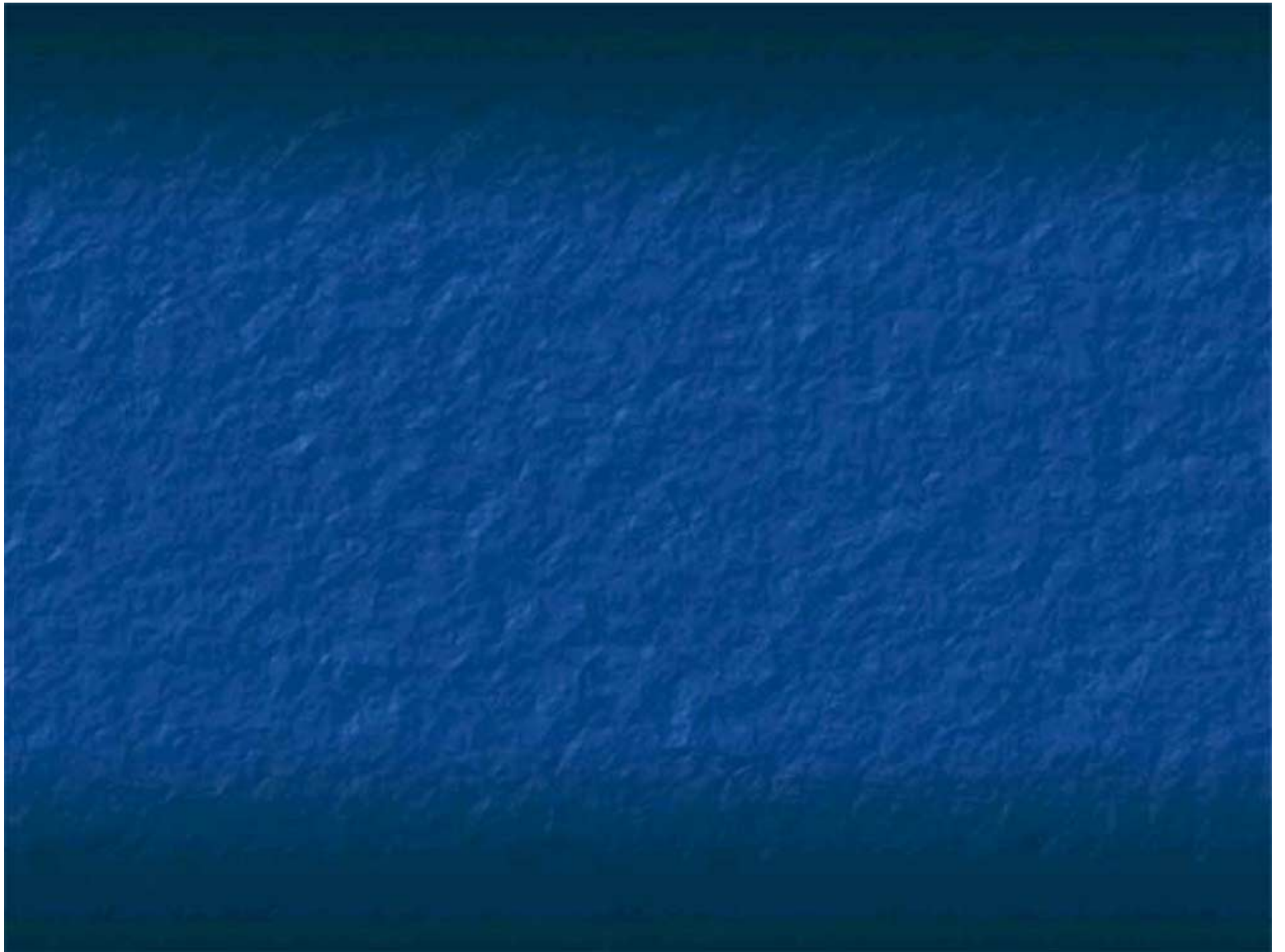


InfoBasket

An Award-Winning

Agri-Business Information
Portal

<http://infobasket.gov.bc.ca>



The InfoBasket Portal

- A specialized search engine (Plumtree)
 - Can crawl specified Ministry drives and websites (both internal and external information).
 - Reads all types of document formats from Word to html pages.
 - Produces an intelligent summary of the information.
 - Creates a "card" with tombstone document information on it (similar to a card in a library card catalogue).

