



Investment
Agriculture
Foundation
of British Columbia



BRITISH
COLUMBIA

BC GOVERNMENT'S
BUY LOCAL PROGRAM





THE \$8 MILLION BUY LOCAL PROGRAM OFFERS FUNDING IN 2016/17 FOR BC'S AGRICULTURE, FOOD AND SEAFOOD SECTORS TO ENHANCE LOCAL MARKETING EFFORTS TO INCREASE CONSUMER DEMAND AND SALES OF BC AGRIFOOD AND SEAFOOD PRODUCTS.

Cost-shared funding is available to applicants for a variety of communications and promotional activities to increase consumer demand and sales of BC agrifood and seafood products, and support jobs in local communities within the province.

All activities must be directly linked to increasing sales.

Eligible Activities

- Media advertising (e.g., radio, TV, print)
- In-store promotions and advertising (e.g., signage, recipes, in-store demonstrations, consumer contests, flyer advertising)
- On-product labelling
- Social media or web campaigns (including new websites)
- Trade shows and events targeting consumers
- Branding and public relations activities

Eligible Applicants

- Associations
- Cooperatives
- Marketing boards
- Aboriginal groups
- Non-profit organizations
- For-profit and individual agrifood and seafood processors

All applicants must have a head office, or be registered, in BC.

A maximum of \$75,000 is available per application on a first-come, first-serve basis until all Buy Local Program funds have been fully allocated. Applicants must contribute 50% in cash of the total project cost. Applications are accepted on a quarterly basis.

The Buy Local Program began with a \$2 million BC government investment in 2012. Since that time the province has invested \$8 million and supported more than 200 projects promoting BC food, seafood and floral products in regions throughout the province.

Tips & Resources

While new activities can be funded at 50% of eligible costs, activities funded through a previous Buy Local project will be funded at a maximum of 35% and will be ineligible in following years (unless the activity has changed significantly in scope).

BC processed food is any food, seafood or beverage product processed and packaged in BC with more than 85 percent of the product's main ingredients produced in BC. Where the main ingredients are not available in BC in sufficient quantities, the food must be processed and packaged entirely in BC.



For more information, please visit our website or contact us to discuss your project idea.

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