
NEWS RELEASE

For Immediate Release
2013AGRI0049-001593
Oct. 24, 2013

Ministry of Agriculture

Buy local funding to promote B.C.'s greenhouse vegetables

DELTA – The BC Greenhouse Growers' Association is receiving \$100,000 in Buy Local program funding to help British Columbians identify local, greenhouse-grown cucumbers, peppers, tomatoes, lettuce and eggplants and the benefits of supporting B.C. growers.

The association is preparing to launch a Spring 2014 campaign to increase consumer awareness about the quality, range and flavours of their products. B.C.'s greenhouse vegetables are grown in Greater Vancouver, Fraser Valley, Vancouver Island and the Okanagan, and are available almost year-round.

In 2012, the province's greenhouse growers generated more than \$240 million in total farm cash receipts with greenhouse tomatoes, peppers and cucumbers accounting for 98 per cent of those receipts.

The Buy Local program offers successful applicants matching funds up to \$100,000 to launch or expand local food marketing campaigns as part of a \$2-million B.C. Government effort to promote B.C. foods.

Building the local market for B.C. foods is a key commitment of government's Agrifoods Strategy, a component of the BC Jobs Plan, to lead the agrifoods sector growth into a \$14-billion-a-year industry by 2017.

The provincial government's Buy Local program is administered by the Investment Agriculture Foundation of B.C.

Quotes:

Agriculture Minister Pat Pimm –

"This Buy Local project will help B.C.-grown greenhouse vegetables stand out in grocery stores and in the minds of shoppers, and that's what this program is all about, connecting British Columbians with the local farmers that produce our food."

Delta North MLA Scott Hamilton –

“I would like to congratulate the BC Greenhouse Growers’ Association on receiving their Buy Local funding. This industry has a proud history in my community, and the funding will increase awareness of the high-quality vegetables they produce and ensure that dollars stay in our local economy.”

BC Greenhouse Growers’ Association president and chair Peter Cummings –

“B.C. greenhouse vegetable growers produce fresh, healthy, high-quality tomatoes, cucumbers, peppers, eggplants and lettuce for local markets. We are excited to be a part of the Buy Local program, and we look forward to increasing consumer awareness, education and demand for our locally grown vegetables. It is programs like this that drive local economies, provide access to local vegetables and support local farmers.”

Learn More:

BC Greenhouse Growers’ Association: <http://www.bcgreenhouse.ca/>

B.C. Buy Local program: <http://www.gov.bc.ca/agri/buylocal.html>

Keep up to date on the latest in B.C. foods and beverages: <https://www.facebook.com/FoodsBC>

Media contacts:	Dave Townsend	Linda Delli Santi
	Government Communications	Executive Director
	and Public Engagement	BC Greenhouse Growers’ Association
	Ministry of Agriculture	604 531-5262
	250 356-7098	
	250 889-5945 (cell)	

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