
NEWS RELEASE

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Ministry of Agriculture

Coming soon: island-made water buffalo gelato and yogurt!

COURTENAY – Family-owned and locally operated McClintock’s Farm is receiving \$5,000 through the B.C. government’s Buy Local program to create new opportunities for the company and increase sales.

On behalf of Agriculture Minister Norm Letnick, Comox Valley MLA Don McRae made the announcement today at the McClintock’ Farm booth at the Comox Valley Farmers’ Market.

McClintock’s Farm is introducing new products made from the water buffalo milk produced on the farm. The new products include water buffalo milk yogurt and gelato that will be available soon and sold at the farm, local farmers markets and selected retail establishments. The funding will be used for marketing and promoting the new products and creating labelling to advertise and sell to the public.

McClintock’s Farm has been in the water buffalo milk business for four years, and has been part of the local food economy in the Comox Valley for over 27 years. The farm has expanded their herd to a size that allows the McClintocks to diversify into new value-added products and move the water buffalo industry forward.

This project is funded by the Buy Local program, which has received \$6 million in B.C. government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products throughout the province.

The McClintock’s Farm primary goal is to directly provide consumers with fresh, healthy, local food that is grown in an environmentally sustainable manner.

Building the local market for British Columbia foods is a key commitment of government’s Agrifoods Strategy, a component of the BC Jobs Plan, to grow the agrifoods sector into a \$14-billion-a-year industry by 2017.

The provincial government’s Buy Local program is administered by the B.C. Investment Agriculture Foundation. Applications are available at: <http://www.iafbc.ca/>

Quotes:

Comox Valley MLA Don McRae, on behalf of Agriculture Minister Norm Letnick –

“The Buy Local program is a huge success because it supports B.C. food products and B.C. jobs. McClintock’s Farm is an excellent example of one of the family owned businesses in B.C. that is thriving and providing nutritious products for British Columbians.”

Gerry McClintock, owner-operator, McClintock’s Farm –

“We appreciate the support through the government's Buy Local Program. It will allow us to lever our resources to launch a series of new products in a very competitive market. Bringing an unfamiliar product to market is especially challenging. Having the ability to do a larger, more-professional promotion is important to our success with these new products.”

Ken Bates, Investment Agriculture Foundation chair –

“We’re pleased to be delivering Buy Local funding after the tremendous success of the first program. Supporting initiatives like Buy Local helps keep industry partners like McClintock’s Farm profitable, while strengthening local communities and driving the provincial economy.”

Learn More:

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

McClintock’s Farm: <http://www.mcclintocksfarm.cp-sms.biz/>

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