
NEWS RELEASE

For Immediate Release
2014AGRI0019-000783
June 7, 2014

Ministry of Agriculture

Surrey Urban Farmers Market promotes new location with buy local funds

SURREY – The wait is almost over as the Surrey Urban Farmers Market is on the move and getting ready to open up at the North Surrey Civic Plaza in June.

The market is receiving \$7,500 from the B.C. government's Buy Local program for a marketing campaign to help raise awareness of the new location and to promote agriculture and local food while supporting local producers.

The market will use the funds toward advertising in both online and local newspapers and also getting the word out through transit advertising. Customers will be able to enjoy special events this summer including food demonstrations by local chefs, a corn roast, and cheese and berry festivals.

The Buy Local program offers successful applicants matching funds up to \$100,000 to launch or expand local food marketing campaigns.

Building the local market for British Columbia-produced 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.

A recent study estimated B.C. farmers markets contributed \$170 million in economic benefits in 2012, a 146% increase from 2006.

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

Quotes:

Minister of Agriculture Norm Letnick –

"The B.C. government's Buy Local Program has been a huge success in supporting B.C. food producers and our provincial economy. I wish the Surrey Urban Farmers Market all the best with their new location and encourage everyone to visit your local farmers market this summer."

Surrey-Cloverdale MLA Stephanie Cadieux –

"One of the great things about Cloverdale is that we have all the amenities of a city but also live close to some of the best farmland in the world. There is so much great produce grown locally and the Surrey Urban Farmers Market is a good way to support our farmers."

Surrey-Panorama MLA Marvin Hunt –

“I’m not surprised that so many people are choosing to eat locally these days. When you buy from a farmers’ market, the food has often been freshly picked just hours before.”

Surrey Urban Farmers Market Association president Peter Leblanc –

“With great enthusiasm, the Surrey Urban Farmers Market looks forward to the support of Buy Local Program funding. We are going to create a great promotional campaign to build awareness and excitement in our farmers market.”

Quick Facts:

- The Surrey Urban Farmers Market started in 2007.
- Each week during the summer, up to 1,000 customers visit the market.
- The market has a membership of 40 vendors, including 25 food growers and producers.
- The 2014 market runs on Wednesdays, June 11-Oct. 8, noon to 5 p.m.
- The market will be located at the North Surrey Civic Plaza, behind Surrey City Hall.

Learn More:

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

Surrey Urban Farmers Market Association: <http://surreymarket.org/>

Locate a farmers market near you: <http://met.bcfarmersmarket.org/market-search>

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

Media Contacts:

Dave Townsend
Ministry of Agriculture
250 356-7098
250 889-5945 (cell)

Peter Leblanc
Surrey Urban Farmers Market Association
604 724-6538

Connect with the Province of B.C. at: www.gov.bc.ca/connect