

---

## NEWS RELEASE

For Immediate Release  
2015AGRI0012-000449  
April 5, 2015

Ministry of Agriculture

### **Cache of local produce promoted in Cache Creek**

CACHE CREEK – Apples, raspberries and zucchinis – oh my! Locally owned and operated Horsting’s Farm Market is receiving \$11,368 from the B.C. government’s Buy Local program to let their customers know 90% of their produce is locally grown.

Horsting’s Farm Market provides their customers with fresh, locally grown produce and homemade products like jams, potato bread, pies and sandwiches, all available at the market. The funding will be used to help the business share the economic and personal benefits of purchasing these local Cache Creek products with area residents. By clearly identifying which products at the market are grown in B.C. with proper labelling and signs, customers can choose to buy local.

Horsting’s is also promoting the farm market with radio and print ads and is planning to showcase specific products grown on the acreage through a social media campaign and new website. The farm is aiming to increase sales by 50% in 2016. With these efforts, customers will be able to taste where home-grown meets delicious.

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.

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:**

#### **Fraser-Nicola MLA Jackie Tegart, on behalf of Minister of Agriculture Norm Letnick –**

“The Buy Local program is a huge success for B.C. and this funding will help Horsting’s Farm Market share the diverse range of locally grown agrifoods products we have here in the province. Promoting on social media will reach a larger buyer audience to bring more people to the market, which in-turn supports our local farmers.”

#### **Horsting’s Farm Market owners Marc and Dianne Shane –**

“Horsting’s Farm Market is excited to be open again. Not only have we been embraced by the community of Cache Creek and surrounding areas, but we have been given an opportunity to

be a part of something bigger. The B.C. government's Buy Local program plays a promising role in Horsting's future success and letting customers know we grow 90% of our produce on our 85-acre farm."

**Ken Bates, Investment Agriculture Foundation chair –**

"We're very happy to work with Horsting's Farm Market in sharing the Buy Local message and encouraging Cache Creek residents to choose fresh, healthy products that support the local economy."

**Learn More:**

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

Investment Agriculture Foundation of B.C.: [www.IAFBC.ca](http://www.IAFBC.ca)

**Media Contacts:**

Dave Townsend  
Government Communications  
and Public Engagement  
Ministry of Agriculture  
250 356-7098  
250 889-5945 (mobile)

Meagan Mucha  
Horsting's Farm Market  
604 792-4403

---

Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)