
NEWS RELEASE

For Immediate Release
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Ministry of Agriculture

Say cheese! Vancouver Island food company receives funding

NANAIMO – Paradise Island Foods is receiving \$47,337 through the B.C. government’s Buy Local Program to help British Columbians recognize the company’s commitment to providing excellent products and outstanding customer service.

Paradise Island Foods is introducing a new brand of Paradise Island lactose-free products and will use the funding to promote this new line of cheese. Through promoting the brand and unveiling the new lactose free product, Paradise Island Foods is aiming to increase sales. With this success, the business will grow and lead to a larger work load in processing and manufacturing.

The Buy Local funding also will be used to launch an intensive advertising and promotional marketing campaign to increase their brand awareness. By promoting their product, Paradise Island Foods is hoping to reach different buyer markets and increase cheese and other name-branded product sales across Canada.

Paradise Island Foods is a B.C. family-owned business that has been in operation for more than 35 years. Operating from an approximately 3,440 square-metre (37,000 square-foot) manufacturing and warehousing facility in Nanaimo, the company prides itself on producing quality products while ensuring the highest of Global Food Safety standards.

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 within the province.

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 British Columbia. Applications are available at: <http://www.iafbc.ca/>

Quotes:

Parksville-Qualicum MLA Michelle Stilwell on behalf of Minister of Agriculture Norm Letnick –

“Paradise Island Foods has been giving us many delicious reasons to buy local for more than 25 years. We all want to buy fresh, healthy food for our families. When we buy local we accomplish that and also generate economic benefit for our community.”

Len Thomson, president & CEO, Paradise Island Foods –

“We are excited about our increased marketing budget and will promote our brands through additional advertising and in-store programs. This year’s focus is to roll out our new line of Lactose Free Cheese throughout western Canada.”

Learn More:

B.C. Buy Local program:

<http://www2.gov.bc.ca/gov/topic.page?id=A4C55C0B4AEE49029094AF3D060C0FE5>

Paradise Island Foods: <http://www.paradise-foods.com/>

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