
NEWS RELEASE

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Ministry of Agriculture

Getting fresh with B.C. greenhouse veggies

VICTORIA – The Buy Local program is partnering with the B.C Greenhouse Growers’ Association in proclaiming May 23, 2015, “B.C. Veggie Day” and announcing \$94,375 in funding to support the B.C. Greenhouse Growers’ Association’s B.C. Veggie Day initiative.

B.C. Veggie Day celebrates the annual springtime arrival of locally grown greenhouse vegetables from British Columbia’s 70 greenhouse growers located throughout the province. These greenhouses are full of activity during the winter months as seedlings mature into ripe fruits and vegetables ready to be delivered to homes all over the province in the spring.

This year, a retail program is being launched to promote B.C greenhouse vegetables. Greenhouse open houses, displays and merchandizing in four greenhouses and in up to 170 stores throughout the province will target customers and promote the benefits of B.C. products. Customers are encouraged to visit their local grocery store or greenhouse open house on May 23 to learn more from the growers themselves. For more details, visit: BCVeggieDay.com

B.C. greenhouse growers grow many varieties of produce that end up on the tables of British Columbians. The support from the Buy Local program gives greenhouse growers the opportunity to share their produce and help consumers recognize the value that local foods bring to the B.C. economy, communities and families.

The Buy Local program 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:

Minister of Agriculture Norm Letnick –

“The B.C. Greenhouse Growers’ Association is a positive and highly valuable component to our economy. The Buy Local program connects British Columbians with the local greenhouse farmers who are growing the produce that is on the table for dinner. This funding will help their produce stand out in stores and reach new customers.”

President, BC Greenhouse Growers' Association, Peter Cummings –

“We’re very pleased to have the Provincial Government Buy Local funding support enabling us to promote our local, fresh and nutritious B.C. greenhouse produce.”

Quick Facts:

- The B.C. Greenhouse Growers' Association members grow 96% of B.C.'s total greenhouse vegetables.
- The estimated value of the greenhouse sector to B.C.'s economy is over \$699 million.
- The BCGGA only use 0.01% of B.C.'s farmland.
- The distribution of vegetables in production are:
 - Tomatoes: 34%
 - Long English cucumbers: 12%
 - Bell peppers: 47%
 - Other: 7%

Learn More:

B.C. Veggie Day information: <http://bcgreenhousegrown.com/>

B.C. Greenhouse Growers' Association: <http://www.bcgreenhouse.ca/>

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

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