
NEWS RELEASE

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Ministry of Agriculture

Taking it to the next level - Chilliwack meat business receives Buy Local funds

CHILLIWACK – An established family-owned meat packing company is receiving more than \$95,000 in Buy Local program funding for two projects as they look to further educate consumers about their products while increasing sales.

Johnston's Packers Ltd. is a well-known name in the Fraser Valley and in butcher shops throughout the province. The company started in 1937 by providing custom meat cutting, and that tradition continues today as Johnston's 120 employees provide a variety of value-added products including cured meat and sausages.

The first project, which is receiving \$62,375, will allow Johnston's to increase brand recognition, sales and loyalty by letting consumers know their pork is raised and processed in B.C. The project will include in-store promotions, cooking classes and advertising.

Johnston's is also launching a premium raw dog-food brand, and this second project is receiving \$32,812 in Buy Local funding. The new brand will include healthy, human grade ingredients, including local meats, fruits, and vegetables along with coconut oil and flax meal. The raw dog food will be sold in individual frozen portions, and the branding will ensure customers that the premium product they are buying for their four-legged friend is made locally.

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. The strategy's goal is to build the agrifoods sector 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://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Chilliwack-Hope MLA Laurie Throness on behalf of Minister of Agriculture Norm Letnick –

“Johnston's has been an institution in our area for more than 75 years. This Buy Local program funding will assist them in reaching out to more consumers in communities throughout British Columbia. When we support companies like Johnston's, we support B.C. agriculture and ensure our dollars stay in our communities.”

Chilliwack MLA John Martin –

“As a BBQ enthusiast, who loves to enter local competitions, I am always on the lookout for premium meat products to put on the grill, and the Johnston’s label is a local favourite. I want to congratulate this proud Chilliwack business on receiving their Buy Local funding and wish them continued success.”

Johnston’s Packers Ltd. assistant plant manager Bonnie Windsor –

“We appreciate receiving the Buy Local program funding as it will assist us in building awareness of B.C.’s thriving pork industry. Johnston’s is proud to be a part of the value chain, from the local family farm to small retailers, and working together to promote our British Columbia products.”

Learn More:

Johnston’s Packers Ltd.: <http://www.johnstons.ca/>

B.C. Buy Local program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/agriculture-business-and-economy/programs/bc-buy-local-program>

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