
NEWS RELEASE

For Immediate Release
2015AGRI0058-001492
Sept. 13, 2015

Ministry of Agriculture

Buy Local program connects White Rock shoppers and farmers

WHITE ROCK – The White Rock Farmers’ Market Society is launching an advertising campaign to increase traffic and raise awareness of its weekly farmers’ market through \$12,225 in funding from the B.C. government’s Buy Local program.

To target British Columbians looking for fresh, nutritious and local foods, a campaign combining traditional and social media advertising is being used to promote the market. As well, new and returning customers are being encouraged to shop locally at the White Rock Market with weekly giveaways and draws for prizes.

Vendors at the White Rock farmers’ market offer a wide variety of locally grown farm produce, baked goods, gardening products, specialty items and local seafood as well as handmade crafts by locals. Currently, the market hosts over 120 vendors who follow the make, bake or grow policy.

The White Rock Farmers’ Market Society is a not for profit farmers’ market with a focus on encouraging customers to make healthy, sustainable food choices while supporting local farmers, food processors and local artisans. The weekly market brings family and friends together; even the family dog is welcome at this unique market.

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://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Surrey-White Rock MLA Gordon Hogg, on behalf of Minister of Agriculture Norm Letnick –

“The Buy Local program is a huge supporter of the local markets found in communities, like White Rock, across the province. Increasing awareness of these markets will benefit the local economy, create jobs and allow communities to thrive and succeed. I encourage everyone to discover their local farmers’ markets and taste the flavours B.C. has to offer.”

Helen Fathers, executive director, White Rock Farmers' Market Society –

“We are thrilled to be part of the B.C. Buy Local program. We support our local farmers who offer fresh B.C. produce grown and sold at our weekly market; we say a big thank you to those who grow the food we eat.”

Ken Bates, chair, Investment Agriculture Foundation –

“For more than 15 years the White Rock Farmers Market has connected farmers with the public over a bounty of local farm-fresh products. We’re so pleased that Buy Local funding will encourage even more residents to take advantage of this community gem as they shop, buy and eat local.”

Quick Facts:

- The White Rock Farmers' market was started in 1999 and now is in its 16th year of operation.
- B.C. farmers' markets contributed \$170 million in economic benefits in 2012, a 146% increase from 2006.
- In 2006, the financial impact generated for the local economy by the White Rock Farmers' Market was \$860,000. In 2012, that figure rose to \$1.75 million.
- The 2015 spillover effect was over \$1.1 million for local businesses.
- The number of B.C. farmers' markets has more than doubled in the last 10 years.
- The BC Association of Farmers' Markets represents a network of 125 markets throughout the province.

Learn More:

White Rock Farmers' Market: <http://www.whiterockfarmersmarket.ca/>

Locate a farmers' market near you: <http://markets.bcfarmersmarket.org/>

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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