
NEWS RELEASE

For Immediate Release
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Dec. 12, 2015

Ministry of Agriculture

It's a home-grown holiday season

VICTORIA – The holiday season is quickly approaching and what better way to celebrate than with family and friends. The provincial government's Buy Local Program brings you twelve fresh, local ideas to impress guests and bring holiday cheer this season and all year round.

The holidays are full of goodies and treats, and Brockmann's Chocolate is the perfect gift to give any host this holiday season. The third generation owned and operated company, based in Delta, has been proudly producing quality chocolates since 1933 and is sure to delight both the young and young at heart.

If confections don't tickle your fancy, try local artisan wine from Meadow Vista Honey Wines in Kelowna. Traditionally known as mead, the company uses B.C. honey, fruits and spices to make delicious honey wine. Bliss, their sparkling cherry honey wine, is sure to please family and friends at any seasonal gathering. This unique winery is also an apiary and blackberry farm that creates culinary and spa products.

Looking for ways to spruce up the office or decorate the house? United Flower Growers Co-operative Association designs festive poinsettias and holiday wreathes to make any space merry and bright. Located in Burnaby, the company provides floral to stores all over British Columbia.

This season the Buy Local Program brings tidings of gluten free, allergen friendly snacks from S&B Gluten Free and FreeYumm Foods. Holiday appetizers for everyone to enjoy, no one will want to miss out on these local products, perfect for all guests. For the meat lovers in the family, serve Country Prime Meats - their pepperoni snacks come in a variety of flavours.

The holidays aren't complete without a wholesome local holiday meal with all the fixings. Make this season one to remember with a fresh turkey from Rosstown Natural Foods. And don't forget the side dishes! Get your vegetables from Lepp Farm Market in Abbotsford. It's one stop shopping during the busy season. To bring out the flavours of these local delights, season to taste with Salt West Naturals. These B.C. salts make any meal into a gourmet experience.

But what kind of wine pairs perfectly with a holiday meal? Visit the BC Wine Studio in Okanagan Falls to pick out a wine for that special dinner with your oldest and dearest. This hidden gem is a six acre vineyard, featuring some of B.C.'s oldest Vinifera plantings.

For the finale, wow your guests with baked treats, followed by a hot cup of tea. Mill Stream Flour Mills offers gluten free options for all your holiday baking. Get the season tasting merry with this local stoneground brand of flour and indulge in your favourite homemade treat. Paired with a blend of organic tea from the Nu-tea Company, the night will be complete and guests will go home happy.

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.

The B.C. government's Agrifood and Seafood Strategic Growth Plan supports the building of domestic markets and maintaining a secure food supply. The Plan is a component of the BC Jobs Plan, and the roadmap to leading the agrifoods sector to becoming a \$15-billion-a-year industry by 2020.

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/>

Quote:

Minister of Agriculture Norm Letnick –

“The holidays are a wonderful time to enjoy local products from around the province. The Buy Local Program supports local companies and connects British Columbians with the people who work in the industry. I encourage you to take the time this season to share your local favourites with your friends and family. Happy Holidays!”

Learn More:

BC Wine Studio: www.bcwinestudio.ca

Brockmann’s Chocolate: www.brockmannchocolate.com

Country Prime Meats: www.countryprime.com

FreeYumm Foods: www.freeyumm.com

Lepp Farm Market: www.leppfarmmarket.com

Meadow Vista Honey Wines: www.meadowvista.ca

Mill Stream Flour Mills: www.millstreamfoods.net

Nu-Tea Company: www.tegaorganictea.com

Rosstown Natural Foods: www.rosstown.com

Salt West Naturals: <http://saltwest.com>

S&B Gluten Free: www.otimo.ca

United Flower Growers Co-operative Association: www.ufgca.com

More local B.C. Businesses: www.weheartlocalbc.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>

Media Contact:

Jill Milne
Government Communications and Public
Engagement
Ministry of Agriculture
778 676-4460

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BACKGROUND

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The following projects have received funding from the B.C. government's Buy Local program

BC Wine Studio, Okanagan Falls:

\$6,962.50 to increase sales and develop a marketing program to build a wine club and enhance direct relationships with consumers. The company connected with British Columbians at tasting events, festivals and by sampling wines at farmers' markets throughout B.C.

Brockmann's Chocolate Inc., Delta:

\$37,591.50 to increase awareness and educate B.C. about Crunchetti by launching a social media campaign, including recipe contests and website development. In-store demos and product material will highlight the third generation family business with the goal of increasing sales.

Country Prime Meats Ltd., Cariboo:

\$30,500 to increase sales and launch a new natural product line that is nitrite free. The company is launching a traditional print and online advertising campaign. As well, Country Prime meats will have a presence at trade shows, offer in-store sampling and encourage British Columbians to participate in surveys for feedback on their new product.

FreeYumm Foods Ltd., North Vancouver:

\$6,750 to promote the allergen free snack that contains signature ingredients from B.C., including B.C. honey, apple, blueberry and vanilla. To increase product awareness and sales, the company will sample the product and offer promotions in store. FreeYumm Foods manufactures a "Grab and Go" snack for anyone who manages life around food allergies, particularly children.

Lepp Farm Market Inc, Abbotsford:

\$22,518 to increase sales through a presentation to consumers, sampling products at events and creating recipes to include the local products available at the farm and retail store. To promote the farm market, the company will launch a promotional campaign online, place ads in Edible Vancouver and encourage British Columbians to buy local with special events and sampling.

Meadow Vista Honey Wines, Kelowna:

\$9,921 to market direct to consumers through online and print ads, vehicle wraps and promotional materials such as stickers, bookmarks and signs. Meadow Vista Honey Wines is an artisan farm winery producing a line of six honey wines using B.C. honey and fruits. The

company will have a presence at local events and festivals to increase awareness of their bliss wine, a sparkling honey wine.

Mill Stream Flour Mills, Delta:

\$75,000 to launch a new brand of gluten-free products and increase sales within a year. A new feature of this company will include an e-commerce website where end consumers can directly purchase products from the company. British Columbians will be encouraged to try the new products through in-store demos and advertising on TV and radio.

Nu-Tea Company Ltd., Mission:

\$19,500 to increase awareness and sales of Fair Trade certified teas. The company intends to promote Tega Tea to B.C. consumers through sampling and participating in local trade shows and events. Through online channels, they will engage and promote their teas, as well as partnering up with retail stores that sell B.C. local products.

Rosstown Natural Foods Ltd., Abbotsford:

\$75,000 to strengthen B.C. sales in organic markets and increase consumer awareness. The company is a fourth generation family business specializing in growing and processing wholesome poultry. To achieve success, Rosstown Natural Foods Ltd. will create advertising materials to use at tradeshow and in-store, including consumer recipe cards, insulated demo bags and offering customers samples of the product.

Salt West Naturals Inc., Sooke:

\$10,843.50 to develop product profile in stores and online with increased product differentiations, faster product turnover in retail outlets and increasing awareness of the B.C. sea salt with consumers. The Sooke based company will promote their local hand-harvested sea salt with new packaging, an advertising campaign and participating in Christmas shows and craft markets.

S&B Gluten Free, Port Coquitlam:

\$12,500 to increase sales through a traditional print and social media advertising campaign. British Columbians will have the opportunity to sample the Brazilian cheese puffs at tradeshow and events, as well as in-store demos. The gluten free food manufacturer produces a unique and convenient snack for those with food sensitivities.

United Flower Growers Co-operative Association, Burnaby:

\$27,500 to promote and encourage consumers to purchase B.C. floral products. The company is launching the Flowerful BC/Pick local product showcase initiative for floral retailers which includes increasing sales of promoted products through signage and branded product packaging and labels.

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