
NEWS RELEASE

For Immediate Release
2016AGRI0006-000255
Feb. 21, 2016

Ministry of Agriculture

Buy Local funding grows PlantSomethingBC campaign

VANCOUVER – Calling all gardening enthusiasts! Get ready to dig and ‘PlantSomethingBC’.

The province’s Buy Local program is supporting the BC Landscape and Nursery Association (BCLNA) with \$49,650 in funding to promote the sale and use of plants grown in British Columbia.

The ‘PlantSomethingBC’ initiative includes tagging B.C. plants in garden centres to assure customers of the plant origin, as well as an ongoing presence of the BCLNA at trade shows and horticultural events to continually boost awareness of B.C. grown plants.

The BCLNA is calling British Columbians to action with ‘PlantSomethingBC’ which will run from January to May of 2016. The organization is aiming to reach audiences across the province by promoting the campaign with traditional and social media advertising, creating a searchable online plant database and encouraging customers to show their green thumb by submitting a short, fun video of how they would plant their favourite B.C. grown plant.

Representing over 500 nursery growers, garden retailers, landscapers, industry suppliers, educators and students, the BCLNA has been supporting its members for over 60 years. The BCLNA is working for industry members to build the Green Industry, set standards and advocate for business owners.

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/>

Quotes:

Sam Sullivan, Vancouver-False Creek MLA–

“The BCLNA employs thousands of people in every aspect of horticulture who are working to build sustainable, attractive communities, in the places we call home. The Buy Local Program

partners with organizations like the BCLNA to ensure a diverse and growing economy for today and years to come.”

Jeff Foley, board chair, BCLNA and president of Para Space Landscaping–

“Don’t just stand there. Get your hands dirty. PlantSomethingBC!

“Trees, shrubs and flowers clean the air, soften noise and moderate temperatures for a healthier environment. And what better way to enjoy the beauty of plants than to buy BC plants grown locally, available at BC garden retailers and planted for you by BC landscapers.

“Thanks to the B.C. Ministry of Agriculture and the Province of B.C. for helping people grow a healthy environment and enjoy the pleasure of BC grown plants! Look for the PlantSomethingBC signs – for locally grown plants by B.C.’s nursery growers!”

Ken Bates, chair, Investment Agriculture Foundation–

“We’re thrilled to work with the BCLNA on an initiative that will enable BC growers to more effectively compete with imports and build awareness about the importance of buying and growing local.

“Thanks to Buy Local funding, ‘PlantSomethingBC’ will help ensure that more customers go home with BC plants in 2016.”

Learn More:

British Columbia Landscape & Nursery Association: <https://bclna.com/>

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

Media Contacts:

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

Hedy Dyck
BC Landscape and Nursery Association
604 575-3505

Connect with the Province of B.C. at: www.gov.bc.ca/connect