
NEWS RELEASE

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Ministry of Agriculture

Local dairy farm receives funding for Kefir Smoothies

SURREY – Local dairy farm, Donia Farms, launched a new line of Kefir Smoothies made with B.C. milk and flavoured with B.C. berries.

The provincial government is providing \$100,000 of Buy Local funding to help the company increase sales and compete with out-of-province brands.

The Buy Local funding will be used to promote Donia Farms' Kefir Smoothies with traditional print and radio advertising, as well as online through various social media channels. To increase awareness of the relatively new product, shoppers will be able to sample the smoothie in-store.

As Donia Farms is on the forefront of kefir production in British Columbia, the company will have a strong presence at special events to promote the Buy Local feature of the drink and offer people information about the product.

Kefir is a fermented milk product similar to yogurt, but made with more cultures resulting in higher probiotics. The milk used in Kefir Smoothies is produced at Donia Farms, a third-generation dairy farm, founded in 1955.

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:

Surrey-Panorama MLA Marvin Hunt –

“Donia Farms has been a part of the community for many years and has established a long-standing relationship with British Columbians. With Buy Local funding, products like Kefir Smoothies have the opportunity to grow and achieve success for the companies that are dedicated to producing quality products.”

David van Keulen, Donia Farm Foods –

“The Buy Local funding provided a kick start to the Donia Farms Kefir Smoothies’ brand awareness by giving us the opportunity to promote our product to British Columbians.”

Learn More:

Find out more about Donia Farms and Kefir Smoothies:

<http://doniafarms.com/wholesome-foods/dairy/>

B.C. Buy Local program:

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

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