



Investment Agriculture Foundation Welcomes New Buy Local Coordinator

April 13, 2016 – The Investment Agriculture Foundation of B.C. (IAF) is pleased to announce the appointment of Donna Anaka to the position of Buy Local Program Coordinator.

“We are so pleased to welcome Donna to our team,” says Peter Donkers, IAF executive director. “Donna’s extensive background and qualifications are a great addition to the Foundation as well as to the agriculture and agri-food communities that we serve.”

Donna joins IAF following a 20 year career with the BC Ministry of Agriculture. She has worked on a wide variety of buy local and agritourism initiatives in her career in BC’s agrifood and seafood industry.

“Joining the Investment Agriculture Foundation is providing me with a tremendous opportunity to continue to work with a wide variety of agrifood and seafood industry stakeholders to increase sales of locally grown and processed foods sold across the province,” she says. “Buying local is a trend that is here to stay and the Buy Local Program provides industry with yet another incentive to design and execute buy local marketing campaigns to increase consumer demand and develop long-term loyalty to BC products.”

Donna has joined IAF on a part-time basis and can be contacted at 604.329.2290, or by email at danaka@iafbc.ca.

About the Investment Agriculture Foundation of B.C.

IAF is an industry-led, not-for-profit organization representing the agriculture, food processing, farm supply and post farm gate sectors across British Columbia. Celebrating our 20th Anniversary this year, IAF works with our industry partners and funders to invest in projects that enhance the competitiveness, profitability and sustainability of BC’s agriculture and agri-food industry. IAF helps transform ideas into solutions.

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