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## NEWS RELEASE

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Ministry of Agriculture

### **Local wild seafood company reels in funding**

HAIDA GWAII – Local seafood company, Haida Wild Seafoods, is inviting British Columbians to enjoy their local catch with \$65,522 of funding from the provincial government’s Buy Local program. The company is aiming to boost sales by increasing promotion throughout B.C.

The company is using the Buy Local funding to launch a promotional campaign for local radio, web and print media. Through events and in-store advertising, Haida Wild is planning to grow brand awareness to lead to an increase of sales of their products.

Haida Wild Seafoods is a local, custom seafood processor and retailer of premium sustainably fished seafood products. The company prides itself on ‘Yahguudang’, the Haida concept of respect for the land, sea, air and all living things. Haida Wild promotes buying local, connecting consumers with producers and knowing the origin of one’s food.

The Buy Local program has received \$8 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:**

##### **Minister of Agriculture Norm Letnick –**

“The Buy Local Program offers local companies like Haida Wild Seafoods the opportunity to connect with larger markets all over British Columbia. Through promotion, engaging with consumers and providing fresh, local products, these companies are able increase their brand awareness.”

##### **Dana Schoahs, marketing manager, Haida Wild Seafoods –**

“We owe our existence to Haida Gwaii. Our values are a part of our process and our company culture. Yahguudang (respect for, and connection between, all living things) is in everything that we do. We care about the whole process: the source and care of the catch, the choice of

ingredients, and the methods we use.

The matched funding, contributed by the BC Buy Local Program, has been instrumental in developing and executing marketing activities to promote our sustainably fished and gathered seafood products to the local market. We are excited to establish Haida Wild as a brand known to offer premium seafood products from the icy and pristine waters of Haida Gwaii.”

**Learn More:**

Connect with Haida Wild Seafoods online and learn about the company’s story:

[www.haidawild.com](http://www.haidawild.com)

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

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