
NEWS RELEASE

For Immediate Release
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Ministry of Agriculture

Buy Local funding invites British Columbia seafood for dinner

VICTORIA – The Comox Valley Economic Development and Tourism Society (CVEDS), together with its partners, are inviting British Columbians to attend the 10th annual BC Shellfish and Seafood Festival June 9-19, and take part in the BC Seafood on Your Plate campaign, to experience local fresh, sustainable British Columbia seafood.

The provincial government is providing CVEDS up to \$75,000 of funding from the Buy Local Program to promote local B.C. seafood products to increase awareness and boost sales. This is being undertaken in partnership with the BC Wine Institute, the BC Craft Brewers Guild, and the BC Restaurant and Food Services Association.

The Buy Local funding will be used to promote B.C. seafood and agrifoods during the seafood extravaganza and to highlight the tours and events during the festival. Promotions will include traditional print and radio advertising, a new website and in-store materials.

CVEDS is focused on providing direct support and development to British Columbia's shellfish and seafood industries. The BC Shellfish and Seafood Festival, which is undertaken with extensive industry collaboration from the BC Shellfish Growers Association, the BC Salmon Farmers Association and a myriad of others associations, presents the opportunity to showcase B.C.'s seafood and encourage buying local to enhance the future of the B.C. seafood sector and the economic well-being of the region.

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 is 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 online:

<http://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Minister of Agriculture Norm Letnick –

“The B.C. seafood industry is booming and through promotional events like the BC Shellfish and Seafood Festival, more and more people are learning about the benefits of buying local. This

funding is supporting the hard work the Comox Valley Economic Development Society has put in to organizing such a wonderful event that showcases B.C.'s fresh seafood.”

Comox Valley MLA Don McRae –

“The BC Shellfish and Seafood Festival is a great opportunity to invite visitors from all over to experience what the Comox Valley has to offer. The Buy Local funding is supporting the efforts of the Comox Valley Economic Development Society to promote B.C.'s seafood to a large audience.”

CVEDS president Richard Hardy –

“We’re putting the Province’s Buy Local funding to good use, making sure more British Columbians think about the incredible range of great tasting meal options our local and sustainable seafood offers. The campaign will run via social media channels, and in-store promotion at stores including Fanny Bay Oysters, Salish Sea Foods, Marketplace IGA, Fresh Street Market, Country Grocer, French Creek Seafood, The Lobster Man, and St. Jean's Cannery & Smokehouse. We’re encouraging people to enjoy the pleasure that serving and having B.C. seafood on your plate brings.”

Learn More:

Learn more about the popular BC Shellfish and Seafood Festival:

www.discovercomoxvalley.com/bc-shellfish-and-seafood-festival/info

Comox Valley Economic Development Society: www.investcomoxvalley.com

Buy Local Program:

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

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