
NEWS RELEASE

For Immediate Release
2016AGRI0050-001636
Sept. 8, 2016

Ministry of Agriculture

Buy local to support local farmers, producers in Richmond

RICHMOND – Buying locally grown and produced products is a tradition for many Richmond residents, who have a history of supporting locally sourced agrifoods producers and enjoying the flavours from their own neighbourhoods.

The provincial government’s Buy Local Program is building on that by providing more than \$88,000 of funding to local companies based in Richmond. The program is enabling B.C. farmers and producers to expand their business and reach larger audiences to increase sales through marketing campaigns.

The BG Health Group is promoting healthy flax oil-based hummus, dips and spreads as well flax oil-based capsules to share the health benefits of high Omega-3, fibre and other nutritional products with British Columbians. The company, whose motto is “being good to yourself and loved ones”, is proud to promote the health and well-being for all people and living things through these products, which are spinoffs from their innovative and first of its kind in North America, high-heat flaxseed cooking oil.

Organika Health Products Inc. processes and packages nutraceuticals in the bustling city of Richmond. With products such as Full Spectrum Plant Enzymes for digestion and Goutrin for gout pain, Organika reports it sources the purest raw materials from both local growers and around the globe, while adhering to Health Canada’s strict standards, always ensuring the safest and most-potent health products for consumers. In 25 years of business, Organika has grown to be a top supplier of health products in B.C. and has expanded to three locations with over 100 employees.

Von Albrecht & Associates is a group of food and beverage specialists known for their XFour vodka, which includes Handcrafted, Bremner’s Blueberry, Percy’s Lemonade and the Xoxolat Chocolate Cocktail. All XFour brands are made with water from British Columbia’s pristine Interior, as these handcrafted drinks are pure and natural. Von Albrecht & Associates’ award-winning coolers, Percy’s Lemonade and Percy’s Punch, are great grandfather Percy’s recipes that have survived the taste of time. Both perfect sippers for a pool side party or backyard barbecue.

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

Quotes:

MLA for Richmond East Linda Reid –

“The provincial government is committed to supporting local companies dedicated to providing locally grown or produced products to the community. The Buy Local Program supports these individuals with funding to help their businesses reach the next level of success and thrive in a very competitive market.”

MLA for Richmond Steveston John Yap –

“The variety and diversity of locally grown, produced and processed products in Richmond is outstanding. It’s great to see a community that is working together to create jobs, help the local economy while offering a great product.”

Dennis Gunn, vice-president of operations, BG Health Group –

“The BC Buy Local Program is a great program for young BC Businesses, such as ours, and has been a tremendous help in kick-starting some of our locally made products.”

Moon Chan, controller, Organika Health Products Inc. –

“The success of Organika is 25 years in the making to get where we are today. The Buy Local funding is helping us reach new markets by creating promotional materials and allowing us to attend more events and tradeshow.”

Marcus Von Albrecht, XFOUR distiller, Van Albrecht & Associates –

“It’s wonderful to see British Columbia’s craft spirits recognized internationally for their quality ingredients and taste. With the Buy Local funding helping us showcase our products and support from all of our partners, our business continues to grow and we look forward to expanding our market further.”

Learn More:

Find out more about the BG Health Group and their products: www.bghealthgroup.com/

Organika offers a wide variety of health products, click here for more information: <http://organika.com/>

Check out more about Von Albrecht & Associates and how they are bringing new flavours to British Columbians: <https://vonalbrecht.com/>

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

A backgrounder follows.

Media Contacts:

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

Dennis Gunn
BG Health Group
604 277-0614

Moon Chan
Organika Health Products Inc.
604 277-3302

Socorro Dominguez
Von Albrecht & Associates
604 273-5455

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

BACKGROUND

For Immediate Release
2016AGRI0050-001636
Sept. 8, 2016

Ministry of Agriculture

Projects that have received funding from the B.C. government's Buy Local program

BG Health Group:

\$45,382.50 to increase domestic sales by increasing the company's presence at vegetarian and vegan shows and farmers' markets. In-store demonstrations and tradition print advertising will launch new products to the public.

Organika Health Products Inc.:

\$24,435.00 to increase sales by producing advertising materials, offering in-store promotions and increasing the company's presence at trade and customer shows.

Von Albrecht & Associates:

\$18,475.00 to increase sales and build brand awareness through in-store tastings, attending farmers markets and trade shows and launching a print and social media campaigns. The company will engage with media outlets and make enhancements to its website.

Media Contacts:

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

Dennis Gunn
BG Health Group
604 277-0614

Moon Chan
Organika Health Products Inc.
604 277-3302

Socorro Dominguez
Von Albrecht & Associates
604 273-5455