
NEWS RELEASE

For Immediate Release
2016AGRI0066-001984
Oct. 13, 2016

Ministry of Agriculture

Comox Valley creates local flavours for B.C.

COURTENAY – From water buffalo yogurt and gelato to estate-grown wines and distilled honey-based spirits, the agrifoods industry continues to thrive in Courtenay and Comox.

The provincial government's Buy Local Program helps B.C. fisheries, farmers and food processors promote their products and supports food-supply security in British Columbia. The program is providing up to \$44,000 of funding to several companies located in the Comox Valley to help increase sales and brand awareness.

Wayward Distillation House is bringing Canada's only honey-based spirits to shelves all over the province. To stand out from commercial distilleries, the company sources local, natural ingredients from the Comox Valley to create Wayward distilled spirits. The use of B.C. honey adds subtle and intricate flavours to its products, while supporting local growers and producers.

Local winery, 40 Knots Vineyard and Estate Winery is promoting their Stall Speed non-estate brand of wines to British Columbians who are looking for hotter-climate grapes that cannot be grown in the Comox Valley's cool climate. With ethically and traditionally farmed Okanagan grapes, the wine is produced and bottled in the Comox Valley. 40 Knots is not only known for its wines, but also for the scenery and tasting room.

Water buffalo milk products continue to make waves in the agrifoods industry, with McClintock's Farm being on the forefront of producing water buffalo yogurt and gelato. The Courtenay based operation is one of three operating water buffalo dairies, offering British Columbians new options for old favourites.

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 flavours from the Comox Valley are highlighted and celebrated by these local companies. With the Buy Local funding, businesses are able to share their passion for local products all over the province by giving them the opportunity to increase their brand awareness through advertising campaigns and having a greater presence within the community.”

Dave Brimacombe, co-founder, Wayward Distillation House –

“Wayward Distillation House is connected to the community. We use fresh B.C. honey and locally grown organic ingredients to produce our unique spirits. As a small craft distillery, programs like Buy Local support our passion to bring a great-tasting, high-quality product to our fellow British Columbians.”

Brenda Hetman-Craig, owner, 40 Knots Vineyard and Estate Winery Inc. –

“At 40 Knots, we are passionate about producing local wines with the unique flavours from B.C. grapes. With the Buy Local funding, we will be able to promote our Stall Speed non-estate wine, made with Okanagan grapes, to wine lovers all over the province.”

Gerry McClintock, owner, McClintock’s Farm –

“Without this funding assistance we would not have been able to develop our Google targeted-ad campaign to reach people who are most likely to buy our products. As a very small producer with limited resources, the support from the Buy Local program in growing the market for our very unique product enables us to double our promotion dollars.”

Learn More:

Find out more about Wayward Distillation House: www.waywarddistillationhouse.com

Check out the variety of wines and the beautiful location of 40 Knots Vineyard and Estate Winery: www.40knotswinery.com

There’s a lot to see and do at McClintock’s Farm. For more information, visit: www.mcclintocksfarm.ca

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

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BACKGROUND

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

Wayward Distillation House:

\$21,917.50 to increase sales and brand recognition with a communications strategy based on the unique honey-based spirits and the local nature of ingredients.

40 Knots Vineyard and Estate Winery Inc.:

\$17,150 to increase sales of non-estate B.C. wines in small markets through marketing campaigns and creating promotional materials.

McClintock's Farm:

\$5,000 to expand the emerging water buffalo industry with targeted Google ads and in-store demos in Vancouver and south of Courtenay to Victoria.

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