
NEWS RELEASE

For Immediate Release
2016AGRI0068-002154
Oct. 27, 2016

Ministry of Agriculture

Buy local in Delta to support local companies

DELTA – Local residents and visitors are able to enjoy local, fresh flavours grown and produced all year round in Delta.

The opportunity to buy local and support local farmers and processors continues to increase, benefiting the community and creating local jobs.

The provincial government’s Buy Local Program is providing up to \$190,000 of funding to four companies in Delta, giving them the opportunity to promote their products. The funding supports promotional materials and advertising campaigns, to increase demand and sales and grow brand awareness.

BCfresh represents over 60 local farm families in the province, providing a wide variety of fresh local produce to British Columbians of all ages. The company is encouraging consumers to enjoy “Vintage Veggies”, such as potatoes, carrots and cabbage, as part of the Half Your Plate campaign, which promotes filling half a plate with vegetables and fruit when having a meal. As a 100% grower-owned and operated company, BCfresh supports the community and offers year-round supply of fresh veggies.

Gordon Food Service's mission is to ensure that each product meets defined standards of food safety and product quality. The company achieves this through industry-leading, repeatable processes that engage all aspects from farm to fork. As part of their “Best of B.C.” philosophy, they are proud to support B.C.’s communities and promote B.C. food supply security through distributing and promoting local vendors and products. Their “From Farm to Fork” guide provides details on their local commitment and the farmers they promote and support.

Also based in Delta, the BC Salmon Marketing Council was established in 1991. Funded by commercial salmon fishermen, it seeks to promote the B.C. Wild Salmon commercial fishery through domestic and international marketing programs as well as market research and education in British Columbia. The council is encouraging British Columbians to visit www.bcsalmon.ca for information about the organization and share their favourite B.C. salmon recipes.

Windset Farms has been growing fresh local produce using sustainable, state-of-the-art technology for over two decades for British Columbians. With a greenhouse located in Delta, residents in the area are sure to experience their quality products, which are the result of a labour of love and a finely tuned growing process.

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:

Delta North MLA Scott Hamilton –

“The Buy Local Program is helping take local B.C. flavours to new heights by providing funding to companies to grow their brand awareness and promote their products all over the province. These four recipients of the Buy Local funding have diverse, innovative ideas that are putting B.C. at the forefront of agrifoods.”

Murray Driediger, president and CEO, BCfresh Vegetables –

“We are thankful to the B.C. government in supporting over 60 farm families that market their produce under the BCfresh brands. As we encourage people to incorporate locally grown Vintage Veggies into every meal through the #HalfYourPlate campaign, we appreciate Buy Local Program support in making this strong commitment to our growers.”

Maria Dalziel, local product specialist, Gordon Food Services –

“As part of their Best of B.C. philosophy, Gordon Food Service is proud to support B.C.’s communities and promote B.C. food supply security through distributing and promoting local vendors and products.”

Steven Richards, managing director, BC Salmon Marketing Council –

“The wild B.C. commercial salmon fishery has a great story to tell about a small, value-added fishery, healthy coastal communities, sustainability and vibrant economies and this funding is critical to our ability to tell the story.”

Maki Mukai, marketing assistant, Windset Farms –

“The Buy Local funding has allowed Windset Farms to expand our marketing efforts in our province. Windset Farms is a family farm that started right in Abbotsford, B.C. and remains headquartered in this beautiful province; seeing more of our fresh, greenhouse-grown vegetables sold in local markets is one of our goals.”

Learn More:

Learn more about Vintage Veggies and BCfresh: <http://bcfresh.ca/>

Find out more about the role Gordon Food Services plays in the community: www.gfs.ca/en/service-areas/british-columbia

Discover more about wild and wonderful B.C. salmon: www.bcsalmon.ca/

Learn more about Windset Farms and their fresh produce: www.windsetfarms.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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Connect with the Province of B.C. at: www.gov.bc.ca/connect

BACKGROUND

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The following projects have received funding from the B.C. government's Buy Local program.

BCfresh:

\$69,573.70 to increase sale by encouraging British Columbians to fill half their plates with veggies with promotional materials and radio, website and social media campaigns.

Gordon Food Services:

\$55,202.04 to expand offerings of B.C. grown and made products by increasing the quantities purchased from current suppliers to encourage buying new products; "From Farm to Fork" promotion and event to increase overall sales.

BC Salmon Marketing Council:

\$51,913.00 to increase sales with "Share your Recipe – Share the Bounty" ad campaign, attending tradeshow and producing a wild B.C. salmon recipe book.

Windset Farms:

\$13,918.50 to increase revenue with in-store demos, website updates and advertising.

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