



Investment  
Agriculture  
Foundation  
*of British Columbia*



BRITISH  
COLUMBIA

BC GOVERNMENT'S  
BUY LOCAL PROGRAM





THE \$8 MILLION BUY LOCAL PROGRAM OFFERS FUNDING IN 2017/18 FOR BC'S AGRICULTURE, FOOD AND SEAFOOD SECTORS TO ENHANCE LOCAL MARKETING EFFORTS TO INCREASE CONSUMER DEMAND AND SALES OF BC AGRIFOOD AND SEAFOOD PRODUCTS.

Cost-shared funding is available to applicants for a variety of communications and promotional activities to increase consumer demand and sales of BC agri-food and seafood products, and support jobs in local communities within the province.

All activities must be directly linked to increasing sales.

#### Eligible Activities

- Media advertising (e.g., radio, TV, print)
- In-store promotions and advertising (e.g., signage, recipes, in-store demonstrations, consumer contests, flyer advertising)
- On-product labelling
- Social media or web campaigns (including new websites)
- Trade shows and events targeting consumers
- Branding and public relations activities

#### Eligible Applicants

- Associations
- Cooperatives
- Marketing boards
- Aboriginal groups
- Non-profit organizations
- For-profit organizations
- Primary producers
- Individual BC agrifood and seafood producers, processors and/or firms who are promoting eligible agrifood and seafood products.

All applicants must have a head office, or be registered, in BC.

A maximum of \$75,000 is available on a first-come, first-serve basis until all Buy Local Program funds have been fully allocated. Applicants must contribute 50% in cash of the total project cost. Applications are accepted on a quarterly basis.

The Buy Local Program began with a \$2 million BC government investment in 2012. Since that time the province has invested \$8 million and supported more than 200 projects promoting BC food, seafood and floral products in regions throughout the province.

#### Tips & Resources

While first-time applicants may be funded up to 50 percent of eligible costs to a maximum of \$75,000, applicants funded through a previous Buy Local project are eligible to receive up to 35 percent cost-shared funding, to a maximum of \$52,500. Project activities must be NEW activities to the applicant to be found eligible.

BC processed food is any food, seafood or beverage product processed and packaged in BC with more than 85 percent of the product's main ingredients produced in BC. Where the main ingredients are not available in BC in sufficient quantities, the food must be processed and packaged entirely in BC.

