
NEWS RELEASE

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Ministry of Agriculture

Local brewery hops to success with funding

FERNIE – Located in the Rocky Mountains, where work and play mix with copious amounts of fresh air, locally crafted beer by the Fernie Brewing Company is giving British Columbians a taste of the outdoor life with every sip.

The locally owned and operated brewery is receiving funding from the provincial government's Buy Local program. The program supports local agrifood and seafood companies to help promote their products through Buy Local initiatives.

Fernie Brewing is receiving up to \$75,000 to launch a marketing campaign to increase brand awareness and distribution in B.C., to give consumers throughout the province the opportunity to have a taste of the local brew.

In 2003, the Pask family noticed something missing from their small Rocky Mountain coal mining town – a local brewery. The business started in the family barn, and has now grown and expanded into a larger facility to keep up with the demand for their delicious and refreshing brews. With a passion for their craft, the Pasks have discovered a way to mix work and play.

The B.C. government has committed \$14 million to the Buy Local Program since 2012, including \$6 million over the next three years announced in Balanced Budget 2017. Approximately 200 B.C. agrifood and seafood companies have expanded their reach and sales in communities throughout B.C. since the program began, with the \$8 million of funding accessed to date resulting in \$29 million in investments through matching funds.

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 on behalf of the Province of BC. Applications are available at: <http://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Bill Bennett, East Kootenay MLA –

“Local companies like the Fernie Brewing Company are contributing to the local economy, creating jobs and crafting a refreshing beer that brings out flavours of B.C. Through support from the Buy Local program, the opportunity to succeed in new markets and thrive in the competitive industry is possible.”

Abi Moore, brand manager, Fernie Brewing Company –

“Fernie Brewing Co. is very excited to be a part of this Provincial funding program. As a locally owned and operated B.C. business distributing throughout the province, we have found that our brand awareness is often limited to our local Kootenay market. Residing closer to the Alberta border than the B.C. craft beer hubs of Vancouver or Victoria means we often aren’t associated with being a local B.C. brand.

“Being granted funding from Buy Local B.C., to cover a variety of marketing-related projects has allowed us to stretch our marketing dollars across many new areas that were previously unattainable for us. Our funding is scheduled to be used to improve primarily our promotional materials, social media, events and festivals and our website. All of which we hope will help everyone from store managers, bar and restaurant owners to consumers, see Fernie Brewing Co. as a local B.C. option and to buy #bcfirst, when looking for a delicious craft beer.”

Learn More:

Fernie Brewing Company: <https://www.ferniewbrewing.com/>

Buy Local program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/market-development-and-trade/bc-buy-local-program>

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