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## NEWS RELEASE

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Ministry of Agriculture

### **Sweet! Local berry business receives funds to help increase sales**

PITT MEADOWS – In the neighbourhood community of Pitt Meadows, local company, Pacific Canadian Fruit Packers is giving British Columbians an unforgettable flavour experience found in B.C. blueberries and cranberries.

Pitt Meadows-based Pacific Canadian Fruit Packers has been farming and processing berries in the Vancouver area for over 21 years. All berries are washed, dried, packed and frozen on-site; their sweet and dried fruit is also done in-house.

The B.C. government is providing Pacific Canadian Fruit Packers with funding up to \$75,000 to help the company's retail brand, Wild Coast Fruit Company, promote their new line of dried blueberries and cranberries. The funding will be used for online campaigns, traditional print materials, demos and radio advertising. Supporting local businesses helps boost the agricultural industry in B.C., while contributing to the local economy and improving food security for all British Columbians.

“Choosing to buy locally grown and processed blueberries and cranberries supports the efforts of hard-working individuals in the B.C. agricultural industry,” said Agriculture Minister Lana Popham. “I encourage consumers to look for local products when grocery shopping to get the freshest flavours and help keep local companies thriving.”

“We have been so pleased to be a part of this funding program,” said Cam Watt, partner, Wild Coast Fruit Company. “The staff responsible for the program have been responsive and supportive. We would encourage others to apply and gain access to this wonderful provincial government program.”

The B.C. government is taking a three-pillared approach to support the province's agriculture, seafood and food processing sectors, and encourage the consumption of B.C. products. An enhanced Buy BC marketing program will help local producers, like Pacific Canadian Fruit Packers, market their products to grow their businesses. Feed BC will also be established to increase the use of B.C. foods in hospitals and other government facilities. Grow BC will be created to help B.C. producers expand local food production.

#### **Learn More:**

For more information about Pacific Canadian Fruit Packers, visit:

<http://www.pacificcanadianfruitpackers.ca/>

Check out Pacific Canadian Fruit Packers' new line of dried blueberries and cranberries:

<https://wildcoastfruitco.com/>

Try out this fabulous recipe featuring Wild West Coast Fruit Company's dried cranberries: [https://news.gov.bc.ca/files/Autumn\\_Salad\\_with\\_Roasted\\_Squash.pdf](https://news.gov.bc.ca/files/Autumn_Salad_with_Roasted_Squash.pdf)

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