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## NEWS RELEASE

For Immediate Release  
2017AGRI0063-002043  
Dec. 12, 2017

Ministry of Agriculture

### **Berry farms encourage locals to Buy BC with provincial funding**

ABBOTSFORD – For Mandair Farms and Maan Farms in Abbotsford, the passion for agriculture is all in the family.

Locally owned and operated, these farms are passing on the tradition of farming and encouraging British Columbians to eat locally this holiday season.

“B.C.’s agricultural sector is thriving thanks to the families who choose farming as their livelihood,” said Minister of Agriculture Lana Popham. “As someone who grew up learning that growing food is a way of life, I know that it takes passion, dedication and a love for the land to provide fresh products for your fellow British Columbians.”

Mandair Farms is a local family farm best known for its berries, which also cultivate a variety of other locally grown produce like kale, corn, peppers and cut flowers. With many helping hands growing, harvesting and selling its products at local farmers' markets from the lower mainland to the south Okanagan, Mandair Farms is making a name for itself in B.C.’s agriculture industry.

"I am a proud young farmer and I am very thankful for this grant, as it will allow us to help grow our business and identify it as a local farm across the lower mainland. It is truly an asset to our farm," said Sajan Mandair. "This program allows the community to see who their food producers are and have a chance to meet them at the farmers markets."

Maan Farms is well known for its berries and wine, as well as other homemade comfort foods, like jams, pies, soups and authentic Indian cuisine. The Maan family has branched out into agri-tourism, encouraging visitors to check out the seasonal Maan Farms country experience that includes pumpkin picking, corn mazes and a zipline. They recently held their annual Christmas market, selling wine and preserves to local customers.

“At Maan Farms we believe in planting friendships, harvesting new ideas and sharing our home,” said Devinder Maan. “Thanks to this funding, we will continue to make these connections with our community.”

Maan Farms is receiving more than \$52,000 in matching funding from the B.C. government through the Investment Agriculture Foundation of B.C. (IAFBC). The funding will be used to help increase brand awareness, grow sales and to attend more farmers’ markets, tradeshow and other local events, to help promote the company within the community.

Mandair Farms is receiving more than \$25,000 in matching funding from the provincial government through the IAFBC to expand the local market of the variety of berries grown on the farm. The cost-shared funding aims to promote local foods or beverages that are grown, raised, harvested or processed in B.C. Mandair Farms is using the funding to attend farmers'

markets, and develop new labelling and promotional materials to help customers easily identify their products in stores.

The B.C. government is taking a three pillared approach to support the province's agriculture, seafood, and food and beverage processing sectors and to encourage the consumption of B.C. products. An enhanced Buy BC marketing program will help local producers like Mandair Farms and Maan Farms 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, and Grow BC will be created to help B.C. producers expand local food production.

**Learn More:**

Mandair Farms: <https://www.mandairfarms.com/>

Maan Farms: <https://www.maanfarms.com/>

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