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## NEWS RELEASE

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Ministry of Agriculture

### **Creston Valley to promote 10 mile diet with Buy Local funding**

CRESTON – The idea of eating all locally made, baked and grown products is a reality for Creston Valley residents. The B.C. government's Buy Local program is providing the Creston Valley Chamber of Commerce \$9,029 in funding to increase sales and encourage consumers to buy local.

The Creston Valley Chamber of Commerce is collaborating with the Creston Valley Farmers Market, growers and local businesses to promote Creston's 10 mile diet initiative to British Columbians. The initiative is based on the premise that customers are able to buy all their groceries from local vendors within 10 miles of home. Creston residents and tourists will be able to 'ask what's local' at participating restaurants and indulge in the 10 mile diet. Consumers are encouraged to connect through social media with the hashtags #10milediet and #askwhatslocal

The Buy Local funding will be used to develop an online local food directory and searchable map for users to access. A database of local producers will be available, as well as information for consumers about where their food comes from. The online tool will promote the benefits of buying local and support the local economy by putting money back in the pockets of area farmers. Learn more at [www.crestonvalleyfoodhub.ca](http://www.crestonvalleyfoodhub.ca)

The Creston Valley 10 mile diet will be promoted with in-store advertising campaigns and special promotions. To increase awareness and connect consumers with the market, the vendors participating in the campaign will also have a presence at other local food events and markets.

The Buy Local program has received \$6 million in B.C. government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products within the province.

Building the local market for B.C. foods is a key commitment of government's Agrifoods Strategy, a component of the BC Jobs Plan, to lead the agrifoods sector growth into a \$14-billion-a-year industry by 2017.

The provincial government's Buy Local program is administered by the Investment Agriculture Foundation of British Columbia. Applications are available at: <http://www.iafbc.ca/>

#### **Quotes:**

#### **Minister of Agriculture Norm Letnick –**

“The collaboration in this Buy Local project shows a commitment from Creston's Chamber of

Commerce to residents and visitors that they support a healthy economy and aim to keep hard earned dollars local. The online food directory will allow consumers to learn more about the local foods they enjoy.”

**Jen Comer, manager, Creston Valley Farmers’ Market –**

“Consumers are looking for more information on who grows their food, how to access it, and share with their family and friends local products that they love. This campaign will help bridge the gap between producers and consumers in the Creston Valley and drive local economic development.”

**Jim Jacobsen, executive director, Creston Valley Chamber of Commerce–**

“With our unique climate and incomparable geography, the Creston Valley is the perfect place to taste the difference local makes. The Buy Local funding allows us to expand our marketing reach and increase local and tourist spending on agriculture.”

**Learn More:**

Creston Valley Chamber of Commerce: <http://www.crestonvalleychamber.com/>

Creston Valley Farmers’ Market: <http://www.crestonvalleyfarmersmarket.ca/site/>

B.C. Buy Local program: <http://www.gov.bc.ca/agri/buylocal.html>

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