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## NEWS RELEASE

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Ministry of Agriculture

### **Broken Ladder stepping into the spotlight with Buy Local funding**

KELOWNA – The BC Tree Fruits Cooperative is toasting Okanagan, Similkameen and Creston Valley apple growers with its newly developed BC Tree Fruits Cider Company and its first product, Broken Ladder.

The Buy Local program is providing the company \$42,275 of funding to introduce the cider to British Columbians.

The BC Tree Fruits Cider Company is co-ordinating promotional efforts with the BC Liquor Distribution Branch and has released Broken Ladder in BCLDB outlets throughout the province. The cider is also available to customers in private liquor stores and restaurants.

To create awareness of this new product, the BC Tree Fruits Cider Company is promoting Broken Ladder with in store sampling and advertising articles in BCLDB's Taste Magazine. The Buy Local funding will be used to launch a social media campaign on Facebook, Instagram and Twitter to encourage consumers to follow them for product information. Additionally, Broken Ladder will be showcased at local events and markets.

BC Tree Fruits Cider Company was created to expand BC Tree Fruits' portfolio and provide a positive return to farmers on the surplus of apples grown each year. Broken ladder is made from six varieties of 100% locally grown B.C. apples and pressed in Kelowna where British Columbians can sample the final product in the new tasting bar. The authentically B.C. made premium craft cider offers its customers the pleasure of a crisp, clean and pure tasting cider.

The Buy Local program encourages businesses like BC Tree Fruits Cooperative to continually grow and provide home grown flavours to British Columbians.

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:**

### **Premier and Westside-Kelowna MLA Christy Clark –**

“The Buy Local program is about helping local producers expand their market, and support jobs and investment in the agrifoods sector – but it’s also about British Columbians getting more chances to enjoy the best tree fruits – and cider – in the world, grown right here.”

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

“The farmers at BC Tree Fruits have a long history of providing quality products. The funding from the Buy Local project will allow their new venture with the BC Tree Fruits Cider Company to create positive economic impacts for the Okanagan Valley and allow us to enjoy a tasty new cider.”

### **Chris Pollock, marketing manager, BC Tree Fruits Cooperative –**

“The BC Tree Fruits Cider Company is proud to offer British Columbians a product that is 100% B.C. made. Our goal was to make a product that we could label as a premium craft cider and with the support from the Buy Local funding we can share our passion and hard work with the rest of the province.”

## **Learn More:**

BC Tree Fruits Cider Company: <http://bctreefruitscider.com/>

BC Tree Fruits Cooperative: <http://www.bctree.com/>

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

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