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## NEWS RELEASE

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Ministry of Agriculture

### **Funding supports local farm experience**

**NORTH SAANICH** – The Roost Farm Centre is a bustling hub of activity, complete with working farm, winery and bakery for British Columbians to experience and explore.

The Roost is receiving \$20,600 of Buy Local funding to attract more visitors to lead to increased sales. This funding will be used to promote the agritourism destination by rebranding the company through traditional print advertising as well as online with social media. A new website will be created to highlight the services and products available at the Roost.

The North Saanich-based farm is the largest integrated grain farm on Vancouver Island. The wheat grown and milled on the farm is used to make the bread that is baked daily and sold in the bakery. For a taste of local food and wine, The Roost offers its visitors the complete experience of where farm meets table.

The Buy Local program has received \$8 million in B.C. government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products within the province.

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 leading the agrifoods sector to become 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. Applications are available at: <http://iafbc.ca/funding-opportunities/buy-local/>

#### **Quotes:**

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

“This Roost is a great example of a local business that takes pride in offering local flavours, made right on site to connect consumer with producer. The funding from the Buy Local program supports these efforts to continue to grow the economy and bring success to locally owned-and-operated companies.”

##### **Dallas Bohl, owner, The Roost –**

“Here at The Roost, we are a passionate farm with something to offer to everyone. Whether you’re looking for some freshly baked goodies or stopping in for lunch, we guarantee you will enjoy your visit. Thanks to the Buy Local funding we are able to connect with visitors online

with the launch of our new website and promote our renovations to encourage people to check us out.”

**Quick Facts:**

- The biggest pumpkin grown at The Roost weighed 448 kilograms (987 pounds).
- The Roost produces about 5,000 litres of wine a year.
- About 907 kilograms (2,000 pounds) of blueberries are grown on the farm each year.
- The Roost can produce up to approximately 9,072 kilograms (20,000 pounds) of flour from its own wheat.
- The Roost is one of few bakeries in western Canada that grow and mill their own wheat.
- Hidden in The Roost’s wine cellar is a pumpkin carriage, a rubber chicken canon and a new dungeon.

**Learn More:**

About the Roost Farm Centre: <http://roostfarmcentre.com/>

B.C. Buy Local program:

<http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/agriculture-business-and-economy/programs/bc-buy-local-program>

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