
NEWS RELEASE

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Ministry of Agriculture

Buy local funds to help increase profile of Similkameen Valley family farm

CAWSTON – British Columbians seeking a farm-fresh experience will be eager to visit Klippers Organics after tasting the local, fresh flavours grown onsite.

While visiting the farm today, Boundary-Similkameen MLA Linda Larson announced that the Buy Local Program is providing \$14,400 of funding to increase product sales and promote on-farm experiences.

Klippers Organics is a young family farming operation located in the Similkameen Valley. With the Buy Local funding, the farm is reaching customers with a traditional print advertising campaign, new labelling and updates to the company website. Additionally, Klippers will have a presence at special events, showcasing an assortment of locally grown fresh produce.

Klippers Organics is offering an on-farm overnight stay for visitors looking to get away and enjoy a real farm experience. Guests can take a farm tour to learn more about farming in British Columbia, while being treated to right-from-the-farm fresh produce.

Klippers is a Certified Organic farm established by co-founders Kevin and Annamarie Klippenstein in 2001. The couple were named Canada's Outstanding Young Farmers in 2011. Their farming practices promote a more sustainable lifestyle, to ensure the future longevity of healthy farming for generations to come.

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 is the roadmap to leading the agrifoods sector to becoming 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:

Linda Larson, Boundary-Similkameen MLA –

“Many British Columbians want to experience being part of the culture of farming and learn more about the farming practices that provide the food we eat. The Buy Local funding is

helping Klippers Organics to offer these opportunities to share this wonderful lifestyle.”

Kevin Klippenstein, co-founder, Klippers Organics –

“We want our guests to enjoy a fresh tasting experience of being here, right on our organic farm. The Buy Local funding is enabling us to share our livelihood with our visitors, while teaching a more sustainable way of living and connecting with British Columbians on a more personal level.”

Learn More:

Find out more about Klippers Organics and their guest suites at: <http://klippersorganics.com/>

B.C. Buy Local program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/bc-buy-local-program>

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