
NEWS RELEASE

For Immediate Release
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Sept. 9, 2016

Ministry of Agriculture

Buy local in Abbotsford to support neighbourhood agrifoods

ABBOTSFORD – The City of Abbotsford is inviting British Columbians to take a tour and discover the local, diverse products being produced in their community. From chicken farmers to egg and dairy distributors, there is a range of local companies providing food for the dinner table.

The provincial government's Buy Local Program helps B.C. farmers and food processors promote their products and supports food supply security in B.C. The program is providing up to \$233,000 of funding to several Abbotsford-based companies to help increase sales and brand awareness.

The BC Chicken Marketing Board (BCCMB) monitors and regulates the production of chicken in British Columbia. By working closely with the specialty Asian chicken processors located in Abbotsford, Chilliwack and Surrey, BCCMB is promoting locally grown specialty Asian chicken in B.C. using digital, television, radio and print media. Through these efforts, BCCMB is aiming to increase sales of B.C. chicken in retail stores throughout the province.

Two of Nutriva Group's grassroots organizations, Vitala Foods and EcoDairy, are developing, producing and bringing dairy and eggs to British Columbians. Through several advertising campaigns, Vitala Foods and EcoDairy are promoting their lines of eggs, yogurt, milk and ice cream as an effort to expand their distribution. The company reports their products contain naturally high levels of essential nutrients such as vitamin D and omega-3 in addition to the regular nutrition these products provide.

Abbotsford is also home to Petkov Kiwi Productions. The company, which is locally owned and operated, grow their kiwis on 3.24 hectares (eight acres) of land, in the beautiful Mt. Lehman area, where the soil is fertile, and rich with organic materials. The company is proud to grow local kiwifruit and also produces a jam made from pesticide free kiwis, fresh from the vine.

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 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:

MLA for Abbotsford West Michael de Jong –

“The Buy Local Program is enabling local companies to grow and thrive all over the province, including right here in Abbotsford. Their hard work is contributing to the economy, providing jobs for British Columbians and creating a local source of nutritious food for everyone to enjoy. B.C.’s farmers and producers continue to lead the way in the agrifoods sector, boosting B.C.’s reputation for quality production.”

MLA for Abbotsford South Darryl Plecas –

“As the number of successful locally owned and operated businesses in B.C. increase, the quality of new, innovative products continues to grow and impress our taste buds. We are so fortunate in B.C. to have the opportunity to, not only, support local growers and processors in their efforts to provide local products, but also, be on the frontlines of enjoying them.”

MLA for Abbotsford-Mission Simon Gibson –

“These recipients of the Buy Local Program funding have demonstrated their dedication and passion for producing local products in Abbotsford. Having the local connection of farmers and producers gives the consumer the opportunity to learn more about where their food comes from and the information to choose the best options for their families.”

Robin Smith, chair, BC Chicken Marketing Board –

“B.C. farmers have always been the Canadian leaders in the breeding and production of high quality specialty Asian chicken. With this funding, the BC Chicken Marketing Board will support our specialty chicken growers and processors by creating and promoting innovative marketing materials.”

Bill Vanderkooi, Nutriva Group CEO and EcoDairy board chairman –

“We are delighted to be one of the recipients of funding through the BC Buy Local program. The funding we receive will help us in our mission to bring healthy foods to the world and inspire the next generation of agriculture advocates.”

George Petkov, owner, Petkov Kiwi Productions –

“Petkov Kiwi Productions is your local grower of pesticide free and healthy delicious fruits. Thanks to the Buy Local funding from the provincial government, we are able to share our products with British Columbians all over the Province. As a small family run local business, we work hard to offer the community fresh tasting products.”

Learn More:

Find out more about the BC Chicken Marketing Board and their role in B.C.’s agrifoods sector: <http://bcchicken.ca/>

Learn more about Nutriva’s products here: <http://vitalafoods.com/>

Want to know more about these locally grown kiwis? Please visit: www.petkovkiwi.com/

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

A backgrounder follows.

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Connect with the Province of B.C. at: www.gov.bc.ca/connect

BACKGROUND

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The following projects have received funding from the B.C. government's Buy Local program

BC Chicken Marketing Board:

\$93,466.42 to increase the demand for B.C. chicken through designing advertising materials, a social media campaign and radio and billboard ads to promote B.C. chicken; in store demos, contests and creating a blog about chicken farmers to help increase awareness and sales of locally grown chicken.

Vitala Foods:

\$55,691.00 to grow brand awareness and increase sales by 20% of Vitala eggs, yogurt and milk through activities such as vehicle wrap, tradeshow and event participation, advertising, in store demos and promotions.

Petkov Kiwi Productions:

\$8,895.00 to expand the market share and increase overall sales by approximately 20% by creating marketing materials to promote and advertise, launch a social media campaign and participate at events and tradeshows.

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