
NEWS RELEASE

For Immediate Release
2017AGRI0035-000728
March 22, 2017

Ministry of Agriculture

B.C. farming industry sows success with funding

SURREY – The farming industry in British Columbia is a source of local agrifood, providing diverse, fresh and great tasting products to communities all over the province.

The B.C. government's Buy Local program is providing six companies in the province's farming sector with up to a combined total of \$65,212 in funding to promote their products through buy local initiatives such as traditional print advertising and participating in tradeshow.

As a third generation dairy farm, Donia Farms is owned and operated by the Van Keulen family, who are repeat recipients of Buy Local funding. The farm is receiving up to \$33,337.50 for advertising, social media campaigns and website updates to promote their grass-fed milk to consumers all over British Columbia.

The Van Keulen's passion is shared in their products, keeping the principles of hard work, integrity, and respect for land and animals at the heart of their daily work. With support from the B.C. government, operations such as Donia Farms are able to thrive and grow in the industry.

The Buy Local program has provided over \$1.5 million in funding to the B.C. farming industry since 2012 to support food security in B.C. and help local businesses grow and thrive in the competitive agrifood market.

The B.C. government has committed \$14 million to the Buy Local Program since 2012, including \$6 million over the next three years announced in Balanced Budget 2017. Approximately 200 B.C. agrifood and seafood companies have expanded their reach and sales in communities throughout B.C. since the program began, with the \$8 million of funding accessed to date resulting in \$29 million in investments through matching funds.

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:

Marvin Hunt, Surrey-Panorama MLA –

“Donia Farms has been an important part of this community for many years with the tradition of farming being passed down from generation to generation. The support from the Buy Local program allows for families like the Van Keulen’s to stand out in a competitive market and do what they love while strengthening ties with the community.”

David Van Keulen, Donia Farms –

“Without the support of the Buy Local program we would have had a hard time positioning ourselves in the market against large brands that are in the dairy business.”

Learn More:

British Columbia Grapegrowers' Association: <http://www.grapegrowers.bc.ca/>

Donia Farms Foods: <http://doniafarms.com/>

Harker's Organics: <http://harkersorganics.com/>

Springford Farm: <http://www.springfordfarm.com/>

Thoughtful Solutions/Skeena Valley CSA:

http://www.skeenavalleycsa.com/skeenavalleycsa.com/Home_page.html

Buy Local Program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/market-development-and-trade/bc-buy-local-program>

Media Contacts:

Jill Milne
Government Communications and Public
Engagement
Ministry of Agriculture
778 676-4460

David Van Keulen
Donia Farms
604 880-4273

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

British Columbia Grapegrowers' Association, Grand Forks:

\$10,000 to increase sales of B.C. grown grapes by ensuring consumers are aware of B.C. grown grapes and encouraging more grape growing in British Columbia so the product demand can be met through in-store and developing recipe card; work with a professional photographer in the Okanagan to build a new photography file that can be used on website, in marketing materials and by sales agency; update website.

Donia Farms Foods, Surrey:

\$33,337.50 to increase sales of grass-fed milk and distribution of products throughout B.C. by advertising, social media campaigns and updating website.

Harker's Organics, Cawston:

\$5,000 to increase awareness with improved signage and brand recognition using a 14-foot long trailer wrapped with information about the farm, location and its history; new highway signage.

Springford Farm, Nanoose Bay:

\$5,050 to increase sales, store traffic and third part suppliers through social media, updating website, developing advertising and creating POS, promotional materials and signs.

Sunshine Orchards, Lake Country:

\$6,825 to increase sales and partnerships with regional co-ops and farmers markets by distributing fliers, creating and installing signs, new banners and placing local newspaper ads.

Thoughtful Solutions/Skeena Valley CSA, Terrace:

\$5,000 to increase clientele by launching a marketing campaign.

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