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## NEWS RELEASE

For Immediate Release  
2017AGRI0038-000821  
March 24, 2017

Ministry of Agriculture

### **B.C. seafood industry reels in funding**

VANCOUVER – The province’s seafood sector is providing British Columbians with wild and farm-raised fresh seafood, with flavours unique to the west coast and known all over the world.

The provincial government’s Buy Local program is providing four B.C. seafood organizations with a combined total of up to \$113,359 in funding to promote their products through buy local initiatives such as advertising campaigns and developing promotional materials.

The BC Salmon Marketing Council is a non-profit, marketing organization for wild B.C. salmon that was formed in 1991 by the commercial fishermen in the province to represent the harvesters and processors of commercially-caught wild B.C. salmon.

The council is receiving up to \$37,590 of Buy Local funds to develop advertising materials, upgrade their website and promote wild salmon through events and media engagements. The council is creating new branding for wild B.C. salmon to encourage industry partners to promote and help build a strong Canadian identity.

The commercial wild B.C. salmon industry provides an estimated \$700 million in economic value and supports healthy coastal communities up and down the west coast.

The Buy Local program has provided nearly \$583,000 in funding to the B.C. seafood industry since 2012 to support food security in B.C. and help local businesses grow and thrive in the competitive seafood 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:**

**Sam Sullivan, MLA for Vancouver-False Creek –**

“The seafood industry in B.C. is a source of delicious and nutritious food that is creating local jobs and supporting the local economy. The Buy Local program is providing funds to our commercial fisherman, harvesters and processors to promote their products to all regions in B.C. and share the bounty of the west coast with British Columbians.”

**Steven Richards, managing director, BC Salmon Marketing Council –**

“Funding from the Ministry of Agriculture is critical to the ongoing fulfilment of the council’s mandate. The financial contributions provided by B.C. wild salmon fishermen combined with government funding allows for more comprehensive marketing programs here in B.C., Canada and internationally.”

**Learn More:**

BC Salmon Farmers Association: <http://bcsalmonfarmers.ca/>

BC Salmon Marketing Council: <http://www.bcsalmon.ca/>

Harrison Salmon Producers LLP: <http://www.stsaillesdevcorp.com/natural-resources/harrison-salmon-producers-llp>

Okanagan Aquatic Enterprise: <http://www.syilx.org/fisheries/>

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

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## BACKGROUND

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

BC Salmon Farmers Association, Campbell River:

\$34,500 to increase sales in Vancouver's ethnic communities with online, print, radio and television advertising, point of purchase materials, creating a multi-lingual recipe book, press release and market awareness report.

BC Salmon Marketing Council, Delta:

\$37,590 to generate a premium value for their Skeena and Nass River premium sockeye as well as their Barkley Sound Salmon Run with promotional materials, updates to website and media coverage.

Harrison Salmon Producers LLP, Agassiz:

\$26,500 to increase sales of Harrison select sockeye salmon fillets, pink salmon and pink salmon candy by creating marketing literature, new labels and distributing multi-media packages.

Okanagan Aquatic Enterprise, Westbank:

\$14,769 to increase sales, awareness and interest in products through promoting and advertising at markets, product sampling at key organic retail outlets and promotional kiosk at the Kelowna airport to increase network of potential consumer market and business network market.

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