
NEWS YOU CAN USE

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Ministry of Agriculture

A new year, new you: Add B.C. products to your routine

VICTORIA – Need help meeting New Year’s resolutions?

Two B.C. businesses receiving Buy BC funding have tasty, healthy choices to kick off the new year with a fresh start.

“These two local companies are providing British Columbians with healthy products and the perfect start to 2019,” said Lana Popham, Minister of Agriculture. “The Buy BC partnership is helping Fresh Prep and Singing Bowl Granola increase their brand awareness so more consumers can try out their tasty products.”

Fresh Prep is a Vancouver-based delivery service that provides chef-designed and nutritionist-approved meal kits. Customers can choose from eight new recipes each week. Fresh Prep will deliver locally sourced and organic ingredients, when possible, including Ocean Wise certified seafood, right to the door, ready to prepare.

“We’re very grateful to be receiving support from the Buy BC Partnership program,” said Dhruv Sood, co-founder, Fresh Prep. “We are looking forward to bringing our service to more customers across B.C. and have them experience a convenient and affordable way to eat fresh, home-cooked meals.”

Start the day on the right note with Singing Bowl Granola. This music-themed company provides healthy granola cereals, including Morning Chorus, Mega Medley and Maple-Pecan Duet. Victoria’s Singing Bowl Granola is looking to raise consumer awareness of its products across Vancouver Island and the Lower Mainland.

“Nothing attracts new customers quite like a free sample,” said Jessica Duncan, owner, Singing Bowl Granola. “Launching my granola into the major supermarket chains, it was important to get shoppers tasting the products and learning about all the things that make Singing Bowl Granola ‘Vancouver Island’s premium granola’. The funding from the Buy BC Partnership program has allowed me to hire brand ambassadors to hit all the stores that I can’t personally reach and adding the Buy BC logo to our packaging will help consumers identify that Singing Bowl Granola is B.C.-made.”

Fresh Prep and Singing Bowl Granola are receiving support from the Buy BC Partnership program, which provides \$2 million in cost-shared funding per year, over the next three years, for B.C. businesses marketing their products to a domestic audience.

The Buy BC Partnership program is delivered by the Investment Agriculture Foundation of B.C. (IAFBC). Fresh Prep will receive up to \$45,000 and Singing Bowl Granola up to \$5,100 to help with their marketing efforts, including using the Buy BC logo on their products or promotional

materials.

Learn More:

Buy BC: <https://buybc.gov.bc.ca/>

Fresh Prep: <https://www.freshprep.ca/>

Singing Bowl Granola: <https://www.singingbowlgranola.com/>

IAFBC: <http://iafbc.ca/buy-bc/cost-shared-funding/>

Contact:

Ministry of Agriculture
Communications
250 356-1674

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