
NEWS RELEASE

For Immediate Release
2017AGRI0033-000547
March 10, 2017

Ministry of Agriculture

Funding gives B.C. food processors a boost

MAPLE RIDGE – The Province’s agrifood processing industry is producing quality, great-tasting products for British Columbians made by local processors in communities all over B.C.

The B.C. government’s Buy Local program is supporting 20 companies within the sector with over \$773,043 in funding combined to continue producing innovative products to share with consumers throughout the province.

Local cheese company, Golden Ears Cheesecrafters, is receiving up to \$33,750 in Buy Local funding. Located in Maple Ridge, it’s a family affair at Fraser Valley’s newest artisan cheese processing facility. Operated by two sisters, Jenna and Emma Davison, the facility produces a variety of artisan cheeses, fresh cheddar curds and cultured butter that are carefully hand-crafted from grass-fed Jersey milk from their family’s dairy farm, located right next door.

Another product made in the facility at Golden Ear Cheesecrafters, that not all British Columbians may be familiar with, is quark. Quark is a low fat, high-protein cream cheese made with grass-fed skim milk and contains 150% more protein than plain Greek yogurt.

The province’s food and beverage processing industry is made up by nearly 2,500 manufacturers that generated \$9.09 billion in sales in 2015. The economic impact from the industry is keeping jobs local, products local and dollars in the local economy.

The Buy Local program has provided over \$3.5 million in funding to B.C.’s food and beverage processing industry since 2012 to support food security in B.C. and help local businesses grow and thrive in the competitive agrifood industry.

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:

Norm Letnick, Minister of Agriculture –

“The B.C. food and beverage processing industry is on the leading edge of innovation and competitiveness, and with support from the Buy Local program, these products are reaching audiences all over the province.”

Doug Bing, Maple Ridge-Pitt Meadows MLA –

“It’s great to see local companies such as Golden Ears Cheesecrafters achieve success by creating a product they believe in, while keeping jobs local and supporting the local economy. Fresh and great tasting, B.C.’s food processors are proudly representing our agriculture industry.”

Emma Davison, owner, Golden Ears Cheesecrafters –

“At Golden Ears Cheesecrafters, we believe it’s important to educate our customers about the foods they eat and where it comes from. Our family offers our handmade cheeses, hundreds of other locally sourced products and rustic farm dishes served in our bistro.

The Buy Local program is supporting small food producers like us to make the best of local artisan cheeses and showcase them to the rest of the province. This opportunity enables us to increase education and engage in communities to encourage buying and supporting local products. This program creates a great opportunity for producers and residents to build up our communities and local economies and build up British Columbia for generations to come.”

Learn More:

Anita's Organic Grain and Flour Mill Ltd.: <http://www.anitasorganic.com/>

Aji Gourmet Products Ltd.: <http://www.ajigourmetproducts.com/>

Forte Whole Foods Inc.: <http://www.fortewholefoods.ca/>

FreeYumm Foods Ltd.: <http://www.freeyumm.com/>

Golden Ears Cheesecrafters Ltd.: <http://cheesecrafters.ca/>

Inno Specialty Foods: <http://www.innospecialtyfoods.com/>

Johnston's: <http://www.johnstons.ca/>

JusTea Beverages Inc.: <http://justea.com/>

KAPOW NOW!: <https://kapownow.com/>

Little Creek Dressing: <http://www.littlecreekdressing.com/>

MAVA Foods Ltd.: <http://www.mavafoods.com/mavafoods>

Meadow Valley Meats: <http://www.meadowvalleymeats.com/>

Naturally Homegrown Foods Ltd.: <http://hardbitechips.com/>

Naturo Group Investments Inc.: <http://tracenatural.com/>

Nonna Pia's Gourmet Sauces Ltd.: <http://nonnapias.com/>

North of 49 Naturals: <https://www.northof49naturals.com/>

Rosstown Natural Foods Ltd.: <http://www.rosstown.com/>

Sun-Rype Products Ltd.: <http://ridercider.com/home-main>

Sunrise Pita Company Ltd.: <http://sunrisepita.ca/>

Tropical Link Canada Ltd.: <https://www.tropicalinkcanada.com/>

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

BACKGROUND 1

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Projects supported by the B.C. government's Buy Local program

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

Aji Gourmet Products Ltd., Surrey:

\$45,000 to increase sales by marketing on social media channels; growing brand awareness by attending more tradeshows and events, advertising on radio, newspapers, magazines; and producing new labels to create promotional materials, such as vehicle wraps to represent the company.

Anita's Organic Grain and Flour Mill Ltd., Chilliwack:

\$75,000 to increase sales revenue by hosting consumer events to promote products, in-store promotions, and print and digital advertising.

FreeYumm Foods Ltd., North Vancouver:

\$25,905.25 to increase sales revenue with in-store sales and marketing program by attending more expos and tradeshows, demoing product in store and launching a social media campaign to reach a larger audience.

Forte Whole Foods Inc., Vancouver:

\$5,030.67 to increase sales and repeat sales orders through direct sales to consumers at farmer's markets; consumer shows and online sales by running print and transit ads; and launching a social media campaign in the fall to promote before the holiday season.

Golden Ears Cheesecrafters Ltd., Maple Ridge:

\$33,750 to increase sales through growing retail and wholesale distribution to local retailers and restaurants, and increase attendance of cheese making classes through advertising, social media promotion, upgrading the company website and developing more signs for products.

Inno Specialty Foods, Coquitlam:

\$52,385 to increase domestic sales and obtain new sales avenues by increasing consumer awareness at tradeshows, updating the company website, launching a social media campaign, producing print and radio ads and setting up in-store displays.

Johnston's, Chilliwack:

\$52,500 to increase the sales of local B.C. pork and value added items by strengthening Johnston's brand, and presence in the B.C. market place through advertising, social media,

website, promotional items and product videos.

JusTea Beverages Inc., Vancouver:

\$7,070 to increase sales in B.C. by launching a PR campaign, attending local tradeshow and demoing product in stores.

KAPOW NOW!, Vancouver:

\$7,725 to increase online engagement to generate more online sales through a web and social media campaign, developing promotional materials, demos of the product and new signage.

Little Creek Dressing, Kelowna:

\$17,325 to increase sales and bring the products of Little Creek Dressing to a wider audience and differentiate it as a local, high quality dressing by sampling products, print advertising, in-store displays, promotional hand-outs and upgrading the website.

MAVA Foods Ltd., Richmond:

\$6,475 to increase sales and sign up new clients to the Meals on Wheel program with web and social media promotion, advertising, media release, hosting events and creating promotional materials.

Meadow Valley Meats, Chilliwack:

\$30,075 to increase demand and sales of local meat products by creating new packaging and signage, promoting on social media, updating the company website, and developing advertising and promotional materials.

Naturally Homegrown Foods Ltd., Maple Ridge:

\$58,450 to increase demand for the Hardbite brand of snacks in the local provincial market to lead to increased sales through social media, website, creating promotional materials and signage.

Naturo Group Investments Inc., Vancouver:

\$63,377.50 to expand and introduce product into larger grocery chains and increase presence of product in restaurants by creating new packaging and labelling, developing promotional and advertising materials, in-store promotions and demos, updating the company website, contests and attending tradeshow and local events.

Nonna Pia's Gourmet Sauces Ltd., Whistler:

\$72,004 to increase sales and brand awareness in B.C. by demoing in stores and educating consumers about the products unique health attributes and clean ingredient list.

North of 49 Naturals, North Vancouver:

\$34,917.50 to increase consumer awareness about the product's benefits for health and B.C. landfills. The company is aiming to increase product sales and distribution with updates to the company website, promotion on social media, advertising materials, instore demos and

attending consumer tradeshow.

Rosstown Natural Foods Ltd., Abbotsford:

\$67,838.75 to increase sales and market share by increasing distribution of Rosstown products throughout B.C. with radio and print advertising, in store shelf talkers and providing coupons to shoppers.

Sun-Rype Products Ltd., Kelowna:

\$70,000 to increase sales and brand awareness for the Rider Cider hard cider with tribute ad, developing packaging, creating point of sale materials for the 70th anniversary campaign and Rider Cider promotions.

Sunrise Pita Company Ltd., Burnaby:

\$21,315 to increase sales and attract new customers from ethnic markets with newspaper and magazine advertising, new website design, creating signs and banners for tradeshow and in store demos and hand-outs.

Tropical Link Canada Ltd., Burnaby:

\$26,900 to increase sales and awareness of the locally grown, processed and package product through social media, information on website, creating promotional materials and packaging and signage for product.

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