



FOR IMMEDIATE RELEASE

### **Buy BC E-Commerce Fund Fuels Faster Route to Customers**

**VICTORIA, BC - May 11, 2020:** With the needs of BC's ag sector rapidly evolving in the wake of the COVID-19 pandemic, IAF is proud to be delivering new Government of BC funding to assist farmers and food processors impacted by the crisis. \$300,000 is available through the Buy BC Partnership Program to help agri-businesses adopt e-Commerce tools that will enhance direct-to-consumer sales.

Starting on May 15, IAF is accepting applications for projects that promote online sales of made-in-BC products, from accessing or developing e-Commerce websites to marketing and shipping products to consumers throughout the province.

"The current crisis has reminded us that our industry is a community and we must work together to adapt to this unprecedented challenge," said IAF Executive Director, Michelle Koski. "Along with our provincial funders, IAF is working to rapidly develop and deliver responsive programming to support sector resilience during these uncertain times."

Up to \$5,000 is available to eligible applicants on a first-come, first-serve basis until May 29 (or until the funding is fully subscribed), at which point the application window will close. For information on eligibility criteria or application details, please visit: <https://iafbc.ca/buy-bc/buy-bc-partnership-program-e-commerce-funding-stream/>

### **About the B.C. Investment Agriculture Foundation**

The B.C. Investment Agriculture Foundation is an industry-led not-for-profit that delivers government funded programs to the agriculture and agri-food sector of British Columbia. For more information on IAF and the programs it delivers, visit [www.iafbc.ca](http://www.iafbc.ca)

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