



FOR IMMEDIATE RELEASE

Applications Open for the BC Agrifood and Seafood Market Development Program

VICTORIA, BC – October 13, 2020: The B.C. Investment Agriculture Foundation (IAF) is accepting project applications under the **B.C. Agrifood and Seafood Market Development Program**. Funded through the Canadian Agricultural Partnership, this five-year cost-shared program is designed to help B.C. producers, processors, cooperatives and associations identify, assess and develop market opportunities to increase their sales outside the province.

Eligible projects will support the development of marketing skills and plans, the creation of market research and export-focused promotional materials, and/or participation in export-focused market development activities, including reaching new customers through interprovincial/international trade shows.

“We’re thrilled to deliver funding that supports B.C. agri-businesses through each stage of market development,” said IAF Executive Director, Michelle Koski. “The B.C. Agrifood and Seafood Market Development Program continues to help our local farmers and food processors reach new markets and expand their sales outside of B.C.”

Applications will be accepted through our new online portal **from October 13th until November 30th**. Funding decisions will be made in February 2021 and approved projects will commence in April 2021. For information on eligibility criteria or application details, please visit: <https://iafbc.ca/market-development/>

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

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