



BRITISH  
COLUMBIA

BUY BC  
PARTNERSHIP PROGRAM





## THE BUY BC PARTNERSHIP PROGRAM OFFERS FUNDING FOR BC'S AGRICULTURE, FOOD AND SEAFOOD SECTORS TO ENHANCE LOCAL MARKETING EFFORTS FOR BC AGRIFOOD PRODUCTS WITHIN THE PROVINCE.

Buy BC cost-shared funding is available to applicants to undertake sector/product specific marketing and promotional activities to increase consumer demand and sales of BC food and beverage products within the province.

### Eligible Activities

Eligible activities could include:

- Labelling Products/Packaging with a Buy BC logo;
- BUY BC-branded Marketing Collateral and Promotional Tools (incl. retail flyers, marketing brochures/rack cards, stickers, sell sheets, signage, banners, shelf-talkers, point-of-sale materials);
- Buy BC-branded Media Advertising (incl. print, broadcast and online advertising campaigns); and
- BC-Focused Market Development Activities (incl. tradeshows, food fairs, sales exhibitions, and Buy BC-branded in-store promotions and demonstrations).

### Eligible Applicants

- Primary Agriculture and/or Seafood Producers (incl. growers, harvesters, ranchers, etc.) and Cooperatives
- Agriculture, Food and Beverage, and/or Seafood Processors
- Industry Associations, Boards or Councils
- Farmers' Markets
- Agricultural Fairs
- Non-Profit Social Enterprise

To be considered for possible funding, an applicant must meet the following basic criteria:

- Have a head office in BC or be entitled to do business in BC
- Be selling or marketing a product that is grown or processed in BC
  - a. grown in B.C. (i.e. producing fresh food, beverage, or agricultural and seafood products which are 100% grown, caught, or raised in B.C.); or
  - b. processed in B.C. (i.e. processing food, beverage, or agricultural and seafood products which are processed and packaged in B.C. with 51% or more of the direct cost of producing the product in its final form (i.e. the sum of raw materials, direct labour, variable processing, and packaging) originating in B.C.).
- Have the ability to contribute a minimum percentage of the total project cost as follows:
  - a. 50% for BC-based primary agriculture and/or seafood producers or cooperatives; agriculture, food and beverage, and/or seafood processors; agriculture fairs and/or farmers' markets; or,
  - b. 30% for industry association, boards, or councils; and non-profit social enterprise.
- Have total annual revenues (i.e. sales) greater than \$30K/year for the most recent two years (*applies to Primary Agriculture and/or Seafood Producers and Cooperatives; and Agriculture, Food and Beverage, and/or Seafood Processors only*).

### Funding Details

Funding is available on a first-come, first-serve basis until all Buy BC Partnership Program funds have been fully allocated.

Maximum eligible funding amounts depend on a variety of factors, including funding available at the time of application intake; project and applicant type; and the applicant's annual revenue.

### Tips & Resources

As part of the program, the Buy BC Logo Licensing System will also allow agrifood companies and organizations to use the Buy BC logo to ensure consumers can identify local BC products at grocery stores, restaurants and food service establishments across the province.

To be considered eligible for cost-shared funding, all applicants must first qualify for Buy BC Logo Licensing. The program is free of charge and open to applicants that wish to use the logo without receiving cost-shared project funding.



# buyBC

For more information:

E [buybc@iafbc.ca](mailto:buybc@iafbc.ca)

W [iafbc.ca](http://iafbc.ca)

f [facebook.com/InvestAgBC](https://www.facebook.com/InvestAgBC)

t [twitter.com/iafbc](https://twitter.com/iafbc)

