



For Immediate Release
June 14, 2016

Buy Local funding puts BC seafood on your plate

Comox Valley, BC – The Comox Valley Economic Development and Tourism Society (CVEDS) has been provided a grant for up to \$75,000 by the BC government as part of its Buy Local program to promote local BC seafood. The program – *BC Seafood on Your Plate* – will weave into the BC Shellfish and Seafood Festival as well as BC Seafood Month. CVEDS is working with the BC Wine Institute, the BC Craft Brewers Guild and the BC Restaurant and Food Services Association on this initiative.

The Buy Local funding will be used to fund promotions and advertising like print, radio, social media / online and a campaign website: www.BCSeafoodonYourPlate.com. CVEDS is working with local restaurants around the province to promote BC seafood options on their menus. Restaurants have received bill inserts, pop-up banners and posters to promote this initiative and consumers have been encouraged to enter a contest to win dining gift certificates by voting for their favourite participating restaurant.

In addition, CVEDS is working with seafood and grocery retailers – IGA, Fresh St. Markets, Country Grocer, Fanny Bay Oysters, Salish Sea Foods, French Creek Seafood, Pacific Rim Shellfish, St. Jean's Cannery and Smokehouse, Flurer Smokery Ltd., Hardy Buoys Smoked Fish Inc., Seadrift Fish Market and Riverside Fresh Foods Market – to further promote this campaign. There will be special BC seafood sales, in-store collateral and demonstrations, and social media contest from IGA.

Cascadia Liquor stores across the Island are holding a BC Seafood on Your Plate Tasting Series during which regional wine experts will be onsite to teach consumers how to pair BC wines and fresh BC seafood with samples that will be showcased during the BC Shellfish and Seafood Festival.

Events are free to attend and no registration is required:

- Cascadia Langford Parkway, June 14 from 6 – 7 p.m.
- Cascadia Quadra Village, June 14 from 6 – 7 p.m.
- Cascadia Colwood, Hatley Park Plaza, June 15 from 6 – 7 p.m.
- Cascadia Uptown, Douglas Street, June 15, 6 – 7 p.m.
- Cascadia Crown Isle, Courtenay, June 16, 6 – 7 p.m.
- Cascadia Eagle Creek, View Royal, June 16, 6 – 7 p.m.

CVEDS is committed to supporting the development of BC's shellfish and seafood industries. Undertaken with partners, BC Shellfish Growers Association, BC Salmon Farmers Association, and others, the annual BC Shellfish and Seafood Festival is an 11-day festival that showcases BC's seafood industry and promotes local and out-of-region buying.

BC Buy Local Program

The Buy Local program has received \$8 million in BC government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products. The BC government's Agrifood and Seafood Strategic Growth Plan supports the building of domestic markets and the maintenance of a secure food supply. The plan is a component of the BC Jobs Plan and is 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 online: <http://iafbc.ca/funding-opportunities/buy-local/>

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