



For Immediate Release
June 9, 2016

International buyers gather to kick-off BC Seafood & Shellfish Festival in the Comox Valley

Comox Valley, BC – The 10th annual BC Seafood and Shellfish Festival kicks off today in the Comox Valley, BC. The Festival is the largest of its kind on Canada’s west coast. From June 9 – 19, festival goers will enjoy educational seminars, tours, workshops, galas, seafood tastings, keynote luncheons and contests.

Over 40 major buyers from China, Korea, Philippines, US and Europe have come to the Comox Valley to experience BC’s world-class seafood. Buyers will get a behind-the-scenes peek at some of BC’s advanced ocean research facilities where local producers work as part of the Ministry of International Trade’s mission. Visitors can choose to participate in various guided tours that will provide global exposure for our local producers.

“I have great respect for the more than 3,400 British Columbians who work directly in the primary seafood sector, many in rural and remote communities. They are a big part of the 55,000 hard-working people in our provincial agrifood sector and they contribute to the second largest manufacturing sector in the province,” stated the Honourable Norm Letnick, Minister of Agriculture.

The BC Seafood and Shellfish Festival is celebrating its 10th year with the biggest event ever. This event also recognizes the start of BC Seafood Month across the province. You can expect to see more BC seafood on your plate at restaurants and in grocery stores, including IGA, Country Grocer and a variety of other chains on both Vancouver Island and the Mainland.

The largest event of the Festival is the crowd-pleasing Comox by the Sea Celebration on June 18 from 12 p.m. – 5 p.m. featuring celebrity chef demonstrations, competitions, interactive booths and incredible seafood tasting stations. For more information on this event and to purchase tickets, go to www.BCShellfishFestival.com.

- 30 -

Media Contact

Lara Greasley
Marketing & Communications Manager
Office: 250-334-2427 Ext: 233
Cell: 250.702-1298
lgreasley@investcomoxvalley.com