



GOVERNMENT PROGRAMS AND SERVICES SUPPORTING LOCAL MARKET DEVELOPMENT

The Ministry of Agriculture provides B.C. agrifood and seafood companies with various resources to support the development of the local market, including: assistance and information (to help companies understand how to expand effectively and achieve success in local markets); market intelligence and market development resources (to help companies identify market opportunities and develop effective marketing strategies); and cost-shared funding programs (to enhance marketing skills capacity and support the development and implementation of marketing plans).

ASSISTANCE, INFORMATION AND RESOURCES

- **Advisory Services:** Connect with a marketing consultant at the B.C. Ministry of Agriculture for advice, information and support related to your local market development plans and activities. Contact FoodsBC@gov.bc.ca to get in touch with a marketing consultant today.
- **Marketing How-to Guides:** Expand your marketing capacity by leveraging over a dozen marketing how-to guides written specifically for B.C.'s agrifood and seafood industry. Learn how to use market research, improve your sales pitch, sell your product to retailers, develop an e-commerce plan and much more. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/business-market-development/market-development/domestic-market-development>
- **B.C. Agrifood & Seafood Domestic Consumption Study:** Enhance your marketing plan by leveraging this study to gain a better understanding of the motivations driving B.C. consumers to purchase local food and beverage products. The information is presented in a practical format, with regional consumer profiles, to support the ability of farmers, producers and processors to easily identify opportunities and make more informed marketing decisions. https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/market-development/4496_bcstats_locafoodconsumption_finalreport_mar_22.pdf
- **B.C. Agrifood and Seafood Statistics:** Learn more about B.C.'s agrifood and seafood industry. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/statistics>
- **B.C. Agrifood and Seafood Market Readiness Seminars and Workshops:** Enhance your marketing skills, learn about market opportunities, and engage directly with local and international buyers to better understand how to successfully develop markets for your products. Contact FoodsBC@gov.bc.ca to be placed on our mailing list.

FUNDING PROGRAMS

- **Buy BC Partnership Program:** Become licensed to use the Buy BC logo, and access cost-shared provincial government funding to undertake sector/product specific marketing and promotional activities within B.C. Eligible activities include:
 - *Labelling Products/Packaging with a Buy BC Logo:* Designing/redesigning and printing of product labels/packaging which incorporates the new Buy BC logo (on eligible products certified for Buy BC logo use) to promote specific agriculture/seafood/beverage products within B.C.;
 - *Marketing Collateral and Promotional Tools:* Designing, developing, translating, printing/producing Buy BC-branded marketing collateral and promotional tools (e.g. retail flyers, posters, marketing brochures/rack cards, stickers, banners, signage, sell sheets, shelf-talkers, point of sale materials, shopping bags, aprons, placemats/coasters, pens, pins, etc.) to promote specific agriculture/seafood/beverage products within B.C.;
 - *BC-Focused Market Development Activities:* Undertaking domestic-focused market development activities (to promote specific agriculture/seafood/beverage products within B.C.) such as tradeshow, food fairs and sales exhibitions that target consumers and/or food service/institutional/retail buyers; in-store product demonstrations; in-store retail/restaurant/food-service promotions; etc.; and,
 - *Media Advertising:* Developing and producing Buy BC-branded media advertising to promote specific agriculture/seafood/beverage products within B.C., including print, broadcast and online advertising campaigns.

For more details visit: <http://iafbc.ca/buy-bc/>

- **B.C. Agrifood and Seafood Market Development Program:** Access cost-shared federal and provincial government funding to undertake eligible market development activities. Eligible activities include:
 - *Marketing Skills Training:* Supporting the ability of permanent marketing staff within an eligible organization to take marketing skills training courses at qualified educational institutions;
 - *Market Information and Research:* Identifying, analyzing and understanding current and emerging opportunities in B.C., across Canada and internationally by contracting pre-qualified consultants to conduct new market research studies or purchasing existing market information or market research studies from qualified market research firms; and,
 - *Market Development Planning:* Contracting pre-qualified consultants to develop marketing plans, export plans or branding strategies for marketing in B.C., across Canada or internationally.

For more details visit: <http://iafbc.ca/funding-opportunities/market-development/>

For more information on Government-led events, programs, resources or services available to support market development, please contact FoodsBC@gov.bc.ca