

Buy BC Marketing Program



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BC Seafood Expo
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Overview

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2. How is Buy BC being supported?
 - i. Buy BC Website and Social Media
 - ii. Buy BC Province-Wide Ad Campaign
 - iii. Buy BC Retail Promotion with Thrifty Foods
3. What are the benefits of being logo licensed?
4. How to apply for logo licensing and funding
5. Questions

What is Buy BC?

- Government-led marketing program launched in 2017 to assist local food and beverage producers and processors grow their market share within BC.
- Local businesses can:
 - Incorporate the Buy BC logo on packaging and marketing materials to assist consumers in identifying BC products.
 - Apply for cost-shared funding to undertake marketing activities in BC.
- The Buy BC Marketing Program is supported by a website, social media, advertising campaign, Buy BC events and promotions.



Buy BC Website and Social Media

- Our website buybc.gov.bc.ca includes information on Buy BC events, funding, licensees and other resources.
- @EatDrinkBuyBC promotes the Buy BC brand and shares information on BC food and beverage products (and the restaurants, food service establishments and retailers that sell and promote them) on Instagram, Facebook and Twitter.



Buy BC Province-Wide Ad Campaign

- Comprehensive government-led advertising campaign launched in June 2018.
- Includes digital, print and transit advertising focused on encouraging consumers to “Reach for BC” food and beverage products when making purchasing decisions.



Buy BC Retail Promotion with Thrifty Foods

- First retail partnership for Buy BC is with Thrifty Foods
- A kickoff event was held in Langford, BC at the new Thrifty Foods Belmont store on June 1, 2019
- 25 stores will identify Buy BC products with key branding in each store
- Comprehensive government-led Buy BC ad campaign focused on driving consumers to look for the Buy BC logo in retail stores will launch in next few months



What are the benefits of being logo licenced?

- ✓ Expand market share and sales
- ✓ Increased province-wide exposure
- ✓ Build consumer awareness and appreciation for your products
- ✓ No cost to participate



How to apply?

- To apply for logo licensing and cost-shared funding visit <https://iafbc.ca/buy-bc/>



Buy BC Partnership Program Cost-Shared Funding

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 agrifood and seafood products within the Province.

Please visit the Buy BC Partnership Program Cost-Shared Funding for more information on how to apply.

COST-SHARED FUNDING



Buy BC Partnership Program Logo Licensing

The Buy BC logo makes it easy for consumers to identify and support B.C. agrifood and seafood products.

Eligible applicants approved for cost-shared funding are required to apply for use of the Buy BC logo. Applicants that seek to use the Buy BC logo without receiving cost-shared funding (i.e. they did not submit an application or are not approved to receive cost-shared funding) are welcome to apply for use of the Buy BC logo. Please visit the Buy BC Logo Licensing for more information on how to become licensed to use the Buy BC logo.

LOGO LICENSING

Who is eligible to become licensed to use the Buy BC logo?

- B.C.-based organizations that are selling or marketing one or more products grown or processed* in B.C., including:
 - ✓ Industry associations/boards/councils
 - ✓ Agricultural fairs and farmers' markets
 - ✓ Primary producers, processors and cooperatives
 - ✓ Grocery retailers, wholesalers and distributors
 - ✓ Non-profit organizations

Who is eligible to receive cost-shared funding?

- B.C.-based organizations that are selling or marketing one or more products grown or processed* in B.C., including:
 - ✓ Industry associations/boards/councils
 - ✓ Agricultural fairs and farmers' markets
 - ✓ Primary producers, processors and cooperatives

How much funding can businesses/associations receive?

- Producers, processors and cooperatives can receive between \$5k to \$45k, depending on annual revenues, with government contributing 50% of eligible costs.
- Industry associations can receive up to a maximum of \$75k, with government contributing 70% of eligible costs.

Producers, Processors and Cooperatives			
Annual Gross revenues for most recent 2 years \$30k- \$50K	Annual Gross revenues for most recent 2 years \$50k- \$100K	Annual Gross revenues for most recent 2 years \$100k- \$150K	Annual Gross revenues for most recent 2 years >\$150K
\$5k	\$10k	\$30K	\$45k

What activities are covered under the Cost-shared Program?

- Labelling Products/Packaging with a Buy BC Logo (**producers/processors/cooperatives only**)
- Marketing Collateral and Promotional Tools
- BC-Focused Market Development Activities
- Media Advertising



Upcoming Buy BC events

- The Journey of Food Exhibit at the PNE, Vancouver starting August 15, 2019
- Every Chef Needs a Farmer, Every Farmer Needs a Chef 2019, Vancouver on November 12, 2019

Questions?