



**THE CORPORATION OF THE VILLAGE OF ASHCROFT**

**COMMITTEE OF THE WHOLE AGENDA**

**FOR THE MEETING OF COUNCIL TO BE HELD IN THE COUNCIL CHAMBERS  
OF THE VILLAGE OFFICE AT 6:00 PM ON MONDAY, NOVEMBER 28, 2016**

---

**1. CALL TO ORDER**

**2. PRESENTATIONS**

**2.1. Mr. Shayne Wright, Co-Ordinator, Buy Local BC Initiative**  
- Buy Local! Buy Fresh! Program

**P. 1-2**

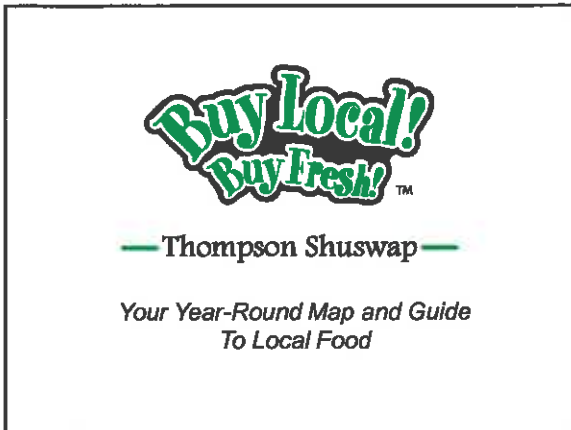
**2.2. Mr. Wilf Sulz**  
- Outdoor burning/wood burning stove

**2.3. Other items as time permits**

**3. TERMINATION**

---






---

---

---

---

---

---

---

---

### Project Outline

- Printed **Buy Local! Buy Fresh!** Thompson Shuswap map
- Based on our Okanagan map, now in 4<sup>th</sup> season
- Over a dozen regions now use the brand in Canada – Ontario, Newfoundland & BC
- A cost-effective direct marketing tool for farms, food processors and local food businesses
- Map registration fee includes complementary farm listing on [www.buylocalbc.org](http://www.buylocalbc.org)

Buy Local BC Initiative | [www.buylocalbc.org](http://www.buylocalbc.org)

---

---

---

---

---

---

---

---

### Project Participants

- 25 farms listed in 2016
- Local Farmers' Markets
- Municipalities and Regional Districts
- Producer associations – COABC, Livestock Assn.
- Buy Local BC Initiative is a social enterprise that links these stakeholders in support of local food and farming
- Sponsorship funds help with map production costs including sales, design & printing
- TNRD has agricultural producers throughout the district, and a growing local food tradition

Buy Local BC Initiative | [www.buylocalbc.org](http://www.buylocalbc.org)

---

---

---

---

---

---

---

---

### Project Feedback



• All the maps you sent have been picked up at our corn kiosk and people really like them!"

*Pete Murray's Corn Farm*

• "The maps are on display in our tasting room. We love the photos you were able to use. They look great!"

*Monte Creek Ranch Winery*

• "You offer the best advertising value around!"

*Paynter's Fruit Market*



Buy Local BC Initiative | www.buylocalbc.org

---

---

---

---

---

---

---

---

### Next Steps

- Continue growing regional project recognition
- Improve website search and regional filters
- Expand participation in **Buy Local! Buy Fresh! Thompson Shuswap Map**
  - Register more farms – goal of 35+ farms next year for 2017
  - Sponsorship agreements are becoming more stable year-to-year, allowing longer-term planning, ongoing with annual budget review

Buy Local BC Initiative | www.buylocalbc.org

---

---

---

---

---

---

---

---