

# Buy BC Strategic Plan

2024/25 -  
2026/27



Ministry of  
Agriculture  
and Food

# Executive Summary

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## Awareness, Demand, Sales

Buy BC is a province-wide marketing program that boosts awareness, demand, and sales of B.C. agriculture, food, and beverage products. Since its reintroduction in 2017, the program has built a trusted Buy BC brand that helps British Columbians easily identify local products and support local businesses.

Over the years, Buy BC has made significant progress in raising consumer awareness and increasing the availability of local products, as well as supporting local economic growth. This 3-year Buy BC Strategy aims to build on these accomplishments by expanding Buy BC's reach and impact even further.

## Buy BC Today

Since 2018, over 1,200 B.C. businesses have used the Buy BC logo to promote more than 9,000 food and beverage products that are grown, raised, or processed in British Columbia.

Buy BC has also partnered with 37 retailers who operate over 330 stores in the province, as well as 150 farmers' markets. These partners help make Buy BC-certified products more visible to B.C. consumers at the point-of-sale.

## Looking Ahead

This strategy outlines a clear vision and mission for Buy BC, supported by three main goals. In summary, these are to:

- Increase Buy BC products' availability in B.C. grocery stores
- Strengthen Buy BC products' brand visibility in stores
- Make Buy BC products a top choice for consumers

Through this strategy, Buy BC is committed to supporting B.C. food and beverage businesses and growing our local food economy.

# Our Industry

## An Overview of B.C.'s Agriculture and Food Industry

B.C.'s agriculture and food industry is diverse and dynamic, encompassing everything from small family-owned farms, innovative greenhouse growers, to large-scale processors. The industry is a key pillar of B.C.'s economy.



### Diverse Sector

B.C. produces over **100** types of seafood and over **200** primary agriculture products, many of which are available year-round.



### Industry Strong

In 2023, B.C.'s agriculture, seafood, and food and beverage processing industry generated a record **\$20 billion** in sales.



### Creating Jobs

B.C.'s agriculture, seafood, and food and beverage industry supplies more than **73,000** jobs. That's a job for every **1 in 33** working British Columbians.



### Family-Owned

B.C. has over **15,500** farms and **98%** are family-owned businesses.



### Food & Beverage

B.C.'s food and beverage processing sector is the second largest manufacturing sector in the province—in 2022, it generated **\$14.2 billion** in sales.



### Indigenous Operators

There are **730** farm operators identifying as Indigenous in British Columbia, which is **3.7%** of the farm population.

# Looking Ahead

## Buy BC's Vision:

British Columbians primarily purchase B.C. food and beverage products that are grown, raised, produced, and processed in B.C. when shopping across the province, contributing to local business growth and food security across the province.

## Buy BC's Mission:

To support agricultural producers and businesses by increasing the visibility of B.C. food and beverage products in grocery stores and markets across the province, and motivating consumers to Buy BC.



## Buy BC's Goals for the Next Three Years

### Goal 1:

Buy BC products are increasingly available in grocery stores across the province.

### Goal 2:

Consumers are motivated to purchase Buy BC products over alternatives.

### Goal 3:

Consumers are prompted to purchase Buy BC products when shopping across the province.

# Goal 1: Buy BC Products are Increasingly Available in Grocery Stores Across the Province.

## Over the Next Three Years, Buy BC Will:



**Priority 1.1: Facilitate connections between Buy BC food and beverage businesses and retailers and distributors.**



**Priority 1.2: Provide local market readiness resources to assist Buy BC food and beverage businesses in selling to retail.**



**Priority 1.3: Support B.C. agricultural producers, processors, and associations to promote their products locally.**

## Actions

- Attend industry trade shows, retailer-led activities, and matchmaking events to promote the Buy BC program, build partnerships, and facilitate connections between businesses with retailers and distributors.
- Collaborate with other ministries and organizations to raise program visibility at key events.
- Expand the online B.C. Product Directory to increase retailers' awareness of available Buy BC products.
- Support business growth by developing an action plan to improve B.C. businesses' marketing and sales skills and align them with their market readiness goals.
- Provide Buy BC Partnership Program funding to support industry-led Buy BC marketing efforts and sales and encourage the adoption of the Buy BC logo on packaging and marketing materials.
- Engage and send regular newsletters to share resources and keep Buy BC businesses engaged with program updates.

## Performance Measures

- Number of businesses participating in matchmaking events and business-to-business activities.
- Number of businesses securing new retail or distribution partnerships.
- Number of businesses accessing or using market readiness resources.
- Number of businesses receiving Buy BC Partnership Program funding.
- Increase in the number of products using the Buy BC logo on packaging.
- Business satisfaction with Buy BC resources.

# Goal 2: Consumers are Motivated to Purchase Buy BC Products Over Alternatives.

## Over the Next Three Years, Buy BC Will:



Priority 2.1: Increase Buy BC brand recognition among B.C. consumers.



Priority 2.2: Educate consumers on the diversity of Buy BC food and beverage products and the importance of buying B.C.

## Actions

- Deliver annual Buy BC advertising campaigns to increase consumer awareness of the Buy BC brand.
- Conduct consumer surveys to measure consumer recognition of the Buy BC brand.
- Expand the Buy BC Brand Ambassador Program by partnering with ambassadors to produce Buy BC content that promotes local food and beverage products online.
- Create engaging content for Buy BC's website and social media to highlight the diversity and benefits of buying local products.

## Performance Measures

- Increase in consumer brand recognition.
- Increase in consumer awareness and knowledge of Buy BC products.
- Percentage of consumers aware of the Buy BC advertising campaign.
- Reach and engagement metrics from annual advertising campaigns (e.g., impressions, clicks, conversions).
- Growth in social media followers and website traffic.
- Engagement rate (likes, shares, comments) of content created by brand ambassadors.

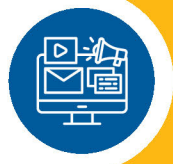


# Goal 3: Consumers are Prompted to Purchase Buy BC Products When Shopping Across the Province.

## Over the Next Three Years, Buy BC Will:



**Priority 3.1: Partner with B.C. retailers, distributors, and markets to deliver Buy BC promotional activities that increase visibility of local food and beverage products.**



**Priority 3.2: Collaborate with industry associations to run co-branded Buy BC/sector-specific retail promotions.**

### Actions

- Expand Buy BC's retail partnerships by collaborating with large grocery chains, independent retailers, specialty stores, distributors, and online retailers to increase the visibility and availability of local products through Buy BC signage and promotional campaigns.
- Implement a Buy BC Retail Merchandising Team to encourage the use of Buy BC signs in stores, educate staff, and deliver Buy BC campaigns and events.
- Enhance retailer engagement by launching a Retailer Awards Program to encourage in-store promotion of Buy BC products.
- Create and implement a sector/industry association-led program for co-branded retail promotions.
- Collaborate with the BC Association of Farmers' Markets to distribute Buy BC branded marketing materials and prepare vendors for entry into larger retail channels.

### Performance Measures

- Number of partnerships established with large grocery retailers, independent retailers, specialty stores, distributors, and online retailers.
- Increase in shelf space and visibility of Buy BC branded products in stores.
- Number of retail stores visited and supported by the Buy BC Retail Merchandising Team.
- Number of Buy BC campaigns and events delivered.
- Participation rate in the Retailer Awards Program.
- Number of co-branded retail promotions delivered.
- Number of farmers' markets engaged and provided with Buy BC signage.



# Summary

## Buy BC's Focus for the Next Three Years

The Buy BC Strategy focuses on three goals that will support and grow B.C.'s food and beverage sector between 2024 and 2027.



The first goal is to increase the availability and visibility of Buy BC food and beverage products in grocery stores across the province by strengthening connections between B.C. businesses and retailers, providing resources to help businesses become market-ready, and increasing their shelf presence.

It also aims to support businesses in delivering promotional activities and adopting the Buy BC logo on products' packaging to boost their visibility in stores.



The second goal is to enhance consumer awareness and motivation to purchase Buy BC food and beverage products over alternatives. Under this goal, key actions focus on delivering advertising, partnerships with brand ambassadors, and ongoing promotions to highlight the value and diversity of Buy BC products.



The third goal is to expand retail partnerships, with a particular focus in the second and third years on building relationships with B.C. grocery retailers to increase promotion of Buy BC food and beverage products with in-store Buy BC signs, campaigns, and events.

**By achieving these goals, the 2024/25-2026/27 Buy BC Strategy aims to make B.C. food and beverage products more accessible to B.C. consumers, and encourages consumers to choose local when shopping. These efforts will support the growth of B.C. businesses and contribute to a more resilient and sustainable local food economy.**