



IMMEDIATE RELEASE

## **New Award Celebrates Innovation in Agriculture**

**February 20, 2007 – Vancouver, B.C.** The Investment Agriculture Foundation of B.C. (IAF) has announced the launch of a new agriculture and agri-food award as part of its 10th anniversary celebrations. The IAF Award of Excellence for Innovation in Agriculture and Agri-Food will recognize an individual, organization or business that has made a creative and important contribution to B.C.'s agriculture and agri-food industry in the last three years.

The award will be open to individuals resident in B.C. and Canadian-based organizations and businesses operating in B.C.

"This award is not just about recognizing one outstanding achievement," says Bert Miles, IAF chair. "It's about recognizing the importance of innovation, particularly in this sector. Innovation is critical to keep our agriculture and agri-food industries sustainable and globally competitive."

Judges drawn from across British Columbia's agriculture and agri-food sector will consider the originality of the new development, its economic, environmental or social benefit to B.C., the benefits it brings to the industry, and its potential for commercial success. The Foundation will start accepting nominations for the award in the fall and plans to announce the first recipient in early 2008. Further information about the award and the nomination process will be posted online at [www.iafbc.ca](http://www.iafbc.ca) as it becomes available.

The Investment Agriculture Foundation is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects that benefit the agriculture and food industries in B.C.

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*Funding provided by:*

