

Discover Agriculture, Fresh Food and Country Life in the Kamloops Region

First annual Farm Fresh guide offers variety of activities for the whole family

Kamloops, B.C., July 31, 2007 – British Columbians looking for a down-to-earth experience this summer will be interested in the list of activities and resources featured in the first annual Kamloops Farm Fresh guide.

Based on the success of the southern Vancouver Island, Comox Valley and Fraser Valley guides, the Kamloops Regional Farmers' Market Society coordinated the launch of the first Kamloops Farm Fresh guide to promote agriculture, fresh food and tourism in the region. The guide was produced with funding provided by the Investment Agriculture Foundation of British Columbia on behalf of the federal and provincial governments.

“The guide provides a great opportunity for local farms and businesses to promote their products and services to area residents and visitors,” says Tristan Cavers, president of the Kamloops Farmers' Market Society and owner of Golden Ear Farm. “The guide showcases the diversity of life in the Thompson Nicola Region, which ranges from wine tasting to guided family horseback rides on a working cattle ranch.”

Visitors can use the guide to locate area farmers' markets and fall fairs, discover fresh-picked fruit and vegetables, farm-raised meat and eggs, and value-added products like honey and jellies.

Listings in the guide include:

- Where to buy seasonal fruit and vegetables
- Where to buy farm fresh eggs
- Farm tours and workshops, such as “learn to grow your own food”
- Greenhouses and nurseries
- Bed-and-breakfast accommodations

For a copy of the guide, please visit http://www.tourismkamloops.com/home_showSection_ID_436.html.

The Farm Fresh Guide is a co-operative effort of the Kamloops Regional Farmers' Market Society, the Kamloops Daily News and the B.C. Agritourism Alliance. Financial support was provided by Agriculture and Agri-Food Canada and the B.C. Ministry of Agriculture and Lands through the Investment Agriculture Foundation's Small Projects Program.

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

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Contact: Sarah Stover
GREY Vancouver PR
604-484-3274
sarah_stover@greyvancouver.com

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