



NEWS RELEASE

For Immediate Release
2007AL0049-001124
Sept. 14, 2007

Ministry of Agriculture and Lands

FRESH. LOCAL. TASTY. EAT BC! CAMPAIGN KICKS OFF

VANCOUVER – The Province is providing \$282,000 over two years to the Eat BC! campaign to encourage British Columbians to consume B.C. agri-food products, announced Agriculture and Lands Minister Pat Bell today.

“Last year’s Eat BC! campaign was a huge success, and I’m excited to see the expansion of the program this year. I encourage everyone to take part in this innovative program,” said Bell. “One of the best ways to ensure a secure local food supply is by making the conscious effort to purchase B.C.-grown food. Our farming community produces over 225 agricultural products, so there is a lot of choice when creating dishes from local foods.”

The Eat BC! campaign is designed to promote B.C. agri-food products (locally grown and processed food and beverages, including, wine, beer, fruit juices, and milk) in over 130 B.C. restaurants and IGA stores, at farmers’ markets, the University of British Columbia, the University of Victoria and Simon Fraser University, and in Fraser Health Authority’s hospital cafeterias.

Eat BC! received \$267,000 from the Investment Agriculture Foundation of B.C. (IAF) through provincial funding and an additional \$15,000 from the Ministry of Agriculture and Lands.

“The Investment Agriculture Foundation is excited to support Eat BC!,” said IAF chair Bert Miles. “We decided to throw our support behind this program because it is helping to create new partnerships between local growers, food processors, chefs, distributors and retailers.”

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

“The Eat BC! campaign is a great way to promote products that are grown and produced in B.C. and the health benefits of eating locally,” said Gordon Hogg, Minister of State for ActNow BC. “Our School Fruit and Vegetable Snack Program is supported by B.C. producers who supply fantastic fruit and vegetables to over 57,000 students in B.C.”

Eat BC! runs from Sept. 14 to 30, and consumers have a chance to win a grand prize of dining out every week for one year and \$1,000 free gas. In addition, B.C. Automobile Association members will receive a complimentary B.C. appetizer or dessert when they purchase a signature Eat BC! dish from participating restaurants during the campaign.

The B.C. Agriculture Council and B.C. Restaurant and Foodservices Association joined forces to create and host the campaign.

“We wanted to highlight B.C.’s abundance of delicious agri-food products, the farmers who grow them, and the chefs who create locally infused dishes,” said Robin Smith, on behalf of the B.C. Agriculture Council. “Eat BC! raises awareness of the agri-food products that are available to us right in our own province, our agriculture industry, and the hardworking people who bring local food to our plates.”

“Eat BC! was developed as a promotion to get British Columbians embracing the high quality agricultural products from our own backyard and to get us ready to showcase this to the world in 2010,” said Ian Tostenson, president and CEO of the British Columbia Restaurant and Foodservices Association. “Eat BC! showcases the many fantastic restaurants, chefs and food suppliers located throughout the province.”

For more information, go to www.eatbc.com

2 backgrounder(s) attached.

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BACKGROUND

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EAT BC! LIST OF SPONSORS

Eat BC! was made possible with the following sponsors:

<u>Sponsor</u>	<u>Funding Amount</u>
Ministry of Agriculture and Lands	\$15,000
Investment Agriculture Foundation of British Columbia (through Ministry of Agriculture and Lands' 2010 Industry Opportunities Fund)	\$267,000 over two years
B.C. Automobile Association	\$16,000
B.C. Tree Fruits	\$7,500
B.C. Dairy & B.C. Dairy Foundation of Canada	\$5,000
B.C. Chicken	\$5,000
Terasen Gas	\$5,000
B.C. Turkey	\$3,000
Hill's Foods	\$3,000
B.C. Blueberries	\$1,500
B.C. Hot House	\$1,500
Canadian Hazelnuts	\$250
SYSCO Vancouver	In-Kind
SYSCO Kelowna	In-Kind
Neptune Foodservice	In-Kind
MarketPlace IGA	In-Kind
B.C. Farmers Markets	In-Kind

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EAT BC! LIST OF PARTICIPATING RESTAURANTS

The Eat BC! campaign runs from Sept. 14 to 30. Consumers have a chance to win a grand prize of dining out every week for one year, and \$1,000 free gas. In addition, BCAA members will receive a complimentary BC appetizer or dessert when they purchase a signature Eat BC! dish from a participating restaurant during the campaign. This list can also be found at www.eatbc.com

Eat BC! Participating restaurants:

Lower Mainland

Restaurant	Address	Reservation #
MSA Hospital Cafe	2179 McCallum Rd, Abbotsford	604 637-5943
Burnaby Hospital Cafe	3935 Kincaid St, Burnaby	604 637-5943
Diamond Alumni Centre	8888 University Dr., Burnaby	778 782-5418
Highland Pub at SFU	8888 University Dr., Burnaby	604 291-4634
Howie's Bistro and Bar	2830 Bainbridge Ave., Burnaby	604 415-0006
The Ladle at SFU	8888 University Dr., Burnaby	604 291-4634
Mackenzie Cafe at SFU	8888 University Dr., Burnaby	778 782-4132
Nature's Garden Organic Deli	8968 University High St., Burnaby	604 299-0552
Residence Dining Hall at SFU	8888 University Dr., Burnaby	778 782-7047
Vita Bella Ristorante	4544 Hastings St., Burnaby	604 298-4464
Chilliwack General Hospital Cafe	45600 Menholm Rd., Chilliwack	604 637-5943
Delta Hospital Cafe	5800 Mountain View Blvd, Delta	604 637-5943
Lytton Hotel	538 Main St., Lytton	250 455-2211
Ridge Meadows Hospital Cafe	111666 Laity St, Maple Ridge	604 637-5943
Mission Memorial Hospital Cafe	7324 Hurd St, Mission	604 637-5943
The Boathouse Restaurant	900 Quayside Dr., New Westminster	604 525-5640
Queen's Park Care Centre	315 McBride Blvd, New Westminster	604 637-5943
Royal Columbian Hospital Cafe	330 East Columbia St, New Westminster	604 637-5943
Le Bistro Chez Michel	224 West Esplanade, North Vancouver	604 924-4913
Eagle Ridge Hospital Cafe	475 Guilford Way, Port Moody	604 637-5943
Sultri Restaurant	50 Queens St., Port Moody	604 469-6833
The Boathouse Restaurant	8331 River Rd., Richmond	604 525-5640
Reflections Gastronomie Restaurant	140-3900 Bayview St., Richmond	604 241-3005
Celtic Times Pub and Restaurant	12025 72nd Ave., Surrey	604 501-1999
McJac's Rd.house Grille Restaurant	1763 King George Hwy., Surrey	604 538-3823
Surrey Memorial Hospital Cafe	13750 - 96 Ave., Surrey	604 637-5943
Adonia Kerrisdale Tea House	2057 W. 41st Ave, Vancouver	
The Boathouse Restaurant	1795 Beach Ave., Vancouver	604 525-5640
Bogart's Chophouse & Bar	1619 West Broadway, Vancouver	604 733-4141

C Restaurant	2-1600 Howe St., Vancouver	604-331-0907
Caffe Perugia at UBC	2071 West Mall. Vancouver	604 822-1812
The Cannery Seafood Restaurant	2205 Commissioner St., Vancouver	778 837-9304
Chambar Restaurant	562 Beatty St., Vancouver	604 771-5022
Elixir	322 Davie St., Vancouver	604 694-2132
The Fish House in Stanley Park	8901 Stanley Park Dr., Vancouver	778 837-9304
Hermitage Restaurant	115-1025 Robson, Vancouver	
Le Gavroche	1616 Alberni St, Vancouver	604 685-3924
Mosaic Bar & Grill	655 Burrard St., Vancouver	604 639-4770
Nayala	4148 Main St., Vancouver	604 790-7899
Nu Restaurant & Lounge	1661 Granville St., Vancouver	604 331-0907
Ouisi Bistro	3014 Granville St., Vancouver	604 732-7550
Pacific Institute of Culinary Arts	1505 West 2nd Ave., Vancouver	604 734-4488
Place Vanier Dining Room at UBC	2071 West Mall. Vancouver	604 822-1812
O'Douls Restaurant & bar	1300 Robson St., Vancouver	604 661-1400
Rocky Mountain Flatbread	1876 West 1st Ave, Vancouver	604 730-0321
Sage Bistro at UBC	2071 West Mall, Vancouver	604 822-1812
Senova	1864 West 57 th Ave., Vancouver	604 266-8643
Show Case Restaurant	1128 West Hastings St., Vancouver	604 639-4028
Ten Hachi Japanese Restaurant	1125 West 12th Ave, Vancouver	604 742-0234
Wazubee Café	1622 Commercial Dr., Vancouver	604 253-5299
Zero One Sushi	559 W Pender St., Vancouver	604 605-1625
The Boathouse Restaurant	6695 Nelson Ave., West Vancouver	604 525-5640
Cinnamon Bear Bar & Grille	4050 Whistler Way, Whistler	604 966-5050
The Mix by Ric's	4154 Village Green, Whistler	604 902-3491
The Boathouse Restaurant	14935 Marine Dr., White Rock	604 525-5640
Green Papaya Restaurant	15057 Marine Dr., White Rock	604 536-9811
Peace Arch Hospital Cafe	15521 Russell Ave., White Rock	604 637-5943
Pearl on the Rock	14955 Marine Dr., White Rock	604 542-1064

Thompson Okanagan

Restaurant	Address	Reservation #
Chartreuse Moose Cappuccino Bar & Bistro	162 Birch Ave, Box 788, 100 Mile House	250 395-4644
Brownstone Restaurant	118 Victoria Blvd., Kamloops	250 851-9989
Chapters Viewpoint Restaurant	610 Columbia St., Kamloops	250 374-3224
Malibu		250 828-2006
Nuggets Restaurant & Grill at Executive Inn	540 Victoria St., Kamloops	250 372-2281
Plaza Heritage Hotel	405 Victoria St., Kamloops	250 377-4651
Ric's Grill	1175 Rogers Way, Kamloops	604 902-3491
Fresco Restaurant	1560 Water St., Kelowna	250 868-8805
Mahdina's at Tutt Street Square	5-3045 Tutt St., Kelowna	
Sal's Prime Steakhouse	366 Bernard Ave., Kelowna	250 864-9636
Sarazen's	3200 Via Centrale, Kelowna	250 765-5973
Shine by Ric's	210 Lawrence St., Kelowna	604 902-3491
Smart Start Meals	210 Keithley Rd., Kelowna	250 869-7678
SpoonStruck Cafe and Catering	3018 Tutt St., Kelowna	250 764-1915
The Vintage Room	1171 Harvey Ave., Kelowna	250 860-6060
Vintner's Poolside Grill	1171 Harvey Ave., Kelowna	250 860-6060

Wild Apple	3762 Lakeshore Rd., Kelowna	250 860-1031 ext 7196
Toasted Oak Wine Bar and Grill	Box 10, 34881 97th St., Oliver	250 498-4867 ext 203
The Terrace at Nk' Mip Cellars	1400 Rancher Creek Rd., Osoyoos	250 495-2985
The Vine-Yard Restaurant at Hainle Winery	5355 Trepanier Bench Rd., Peachland	250 767-2525
Black Iron Grill & Steakhouse	152 Riverside Dr., Penticton	250 488-0048
Martini's On Martin	260 Martin St., Penticton	250 490-6624
Pasta Factory	236 Martin St., Penticton	
VooDoo's	67 Nanaimo Ave E, Penticton	250 770-8867
The Creekside Restaurant	4087 Squilax-Anglemont Rd., Scotch Creek	250 955-6100
The Vanilla Pod Restaurant	9917 Main St., Summerland	250 486-6331
K.T.'s Heritage Restaurant	3127 - 30 Ave., Vernon	250 545-3228
Bonfire Restaurant & Bar	4205 Gelatly Rd., Westbank	250 707-1810
La Cucina Ristourante	#121 3640 Gosset Rd., Westbank	250 707-1234

Vancouver Island & Gulf Islands

Restaurant	Address	Reservation #
Kingfisher Oceanside Resort & Spa	4330 Island Hwy South, Courtenay	250 338-2592
Union Street Grill & Grotto	477 5th St., Courtenay	250 897-0081
The Grand Waterfront Penthouse Restaurant	1681 Cowichan Bay Rd., Cowichan Bay	250 477-1000
Minnoz Restaurant & Lounge at the Coast Bastion Inn	11 Bastion St., Nanaimo	250 753-2977 ext. 2206
The Cedar Room at Tigh-Na-Mara	1155 Resort Dr., Parksville	250 248-1842
Barb's Place Limited	Fisherman's Wharf, Victoria	250 884-2245
Chez Michel Restaurant	1871 Oak Bay Ave., Victoria	250 598-2015
Felicita's Campus Pub	University of Victoria 665 P.O Box 1700 Stn. CSC, Victoria	250 721-8942
Intelligent Cuisine (IQ Bistro)	University of Victoria 665 P.O Box 1700 Stn. CSC, Victoria	250 721-8942
Laurel Point Inn	680 Montreal St., Victoria	250 414-6723
Lure Seafood & Bar	45 Songhees Rd., Victoria	250 360-5890
Nautical Nellies Restaurant & Oyster Bar	1001 Wharf St., Victoria	
The Reef	533 Yates St., Victoria	250 388-5375
Ric's Grill	910 Government St., Victoria	604 902-3491
Ross Bay Pub	# 7 - 1516 Fairfield Rd., Victoria	250 370-1152
Spinnakers Gastro Brewpub	308 Catherine St., Victoria	250 386-2739
The Superior	106 Superior St., Victoria	250 386-2739
Vintage Wine Bar & Grill	2915 Douglas St., Victoria	250 385-6731
Vista 18 Restaurant & Martini Wine Bar	18th Floor Burdett Ave., Victoria	250 361-5664

Kootenay Rockies

Restaurant	Address	Reservation #
The Flying Steamshovel Pub & Restaurant	2003–2nd Ave., Rossland	250 362-7323
Heidi's Restaurant	821 Baker St., Cranbrook	250 426-7922
Redfish Grill	479 Baker St., Nelson	250 551-3456

Northern B.C.

Restaurant	Address	Reservation #
Bon Voyage Restaurant	4366 Hwy 16 West, Prince George	250 964-8424
Ric's Grill	547 George St., Prince George	604 902-3491

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