



Buy BC Welcome Kit

Welcome aboard! You're now part of a vibrant community dedicated to celebrating B.C. food and beverage products. Our mission is to support farmers and businesses by increasing the visibility of B.C. foods and beverages in grocery stores and encouraging consumers to buy local products.

How Buy BC Benefits You:

1. **Province-wide exposure:** Benefit from comprehensive provincial advertising campaigns that enhance consumer awareness of the Buy BC brand, when you use the Buy BC logo on your products.
2. **Online promotions:** Attract more customers and increase engagement by being highlighted on Buy BC's website and social media channels.
3. **Cost-shared funding opportunities:** Apply for Buy BC funding to support your marketing initiatives.
4. **Retail partnerships:** Maximize the visibility of your products in stores with Buy BC signage and participation in business-to-consumer events.
5. **Networking opportunities:** Enhance your brand awareness and industry connections through access to industry events and tradeshows, where the Buy BC team promotes Buy BC products.

Helpful Links and Resources:

- Use the Buy BC logo for free on your certified products and promotional materials. Click [here](#) to certify any new or added products to your Buy BC license.
- Feature your certified products on the [Buy BC Directory](#), serving as a free marketing tool to increase your exposure.
- Enjoy access to the [Buy BC Newsletter](#) which provides exclusive market intelligence, industry insights, and a great way to receive upcoming Buy BC's opportunities, events and tradeshows!
- Stay up to date on [Buy BC events and promotions](#).
- Learn more about [Buy BC cost-shared funding opportunities](#).
- Request to be featured on [Buy BC's social media pages](#).

Complimentary Buy BC Stickers!

We're excited to offer free Buy BC product stickers to help licensees start incorporating the logo into their product packaging! If you'd like to receive up to 500 stickers by mail, please contact BuyBC@gov.bc.ca.

Have Questions?

Email us at: BuyBC@gov.bc.ca

Explore more on our website: [Home - Buy BC \(gov.bc.ca\)](#)

Follow us on Instagram: [@EatDrinkBuyBC](#)

Connect on Facebook: [@BuyBC](#)