

January 27, 2021

Shop local, eat local, spend local, enjoy local – Island Good Program supported for a second year in Campbell River

Local products can get a free marketing boost thanks to the Island Good program. City of Campbell River Economic Development and Vancouver Island Economic Alliance (VIEA) have partnered for a second year to offer local businesses access to Island Good licensing for 2021, for free.

In May 2020, the City of Campbell River Economic Development partnered with VIEA to help local producers gain more exposure for their products at a time when marketing dollars were in short supply due to the effects of COVID-19 on businesses.

“It was a way to support our local businesses and also increase awareness of the amazing local products being produced by Islanders and sold in Campbell River,” says economic development officer Rose Klukas. *“In 2020, we helped 11 businesses become Island Good licensees, and four more have signed up so far in 2021.”*

Local licensees are eager to share how proud they are to be associated with a brand that’s as passionate about promoting their products as they are.

“Being part of the Island Good Program has created opportunities for me to collaborate with other businesses all over Vancouver Island,” says Christine Lilyholm, owner of Stonehouse Teas. *“This strong Island Good brand is something I am proud to be part of!”*

“Island Good has been a great advocate that has greatly heightened consumer awareness of all of the local talent that exists right here in our own communities,” stated Jason Owens, Owner of Tilly’s Galley specialty foods. *“Tilly’s Galley being one of the founding members of the Island Good brand provided an opportunity for our company to show our commitment to supporting local initiatives.”*

It isn’t just the licensees who benefit from the promotional opportunities Island Good offers. Boosting local sales also helps to boost the local economy. According to BC Buy Local, for every \$100 spent at a local business, \$63 is re-circulated back into British Columbia’s economy. According to VIEA, every one per cent increase in sales of local products equals 50 jobs.

“The Island Good program allows people to easily identify local products. Look for the Island Good logo and support our local businesses and producers here in Campbell River and on Vancouver Island to help strengthen island-grown supply chains and our local economy,” says Mayor Andy Adams.

Ready to become a licensee? Businesses that produce products on Vancouver Island or sell products that are produced on Vancouver Island could qualify for this free licensing opportunity—available on a first-come first-served basis until the funding is spent.

To apply, fill out the form at <https://islandgood.ca/become-a-licensee/>.

For more information about the City’s participation in Island Good and other business support programs, visit <https://www.techatchery.ca/> or contact Rose Klukas, the City’s economic development officer, at invest@campbellriver.ca.

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