

# BC SHELLFISH & SEAFOOD F E S T I V A L COMOX VALLEY - VANCOUVER ISLAND

## **VIP Visiting Media Program BC Shellfish and Seafood Festival Comox Valley, B.C., Canada - June 9-19, 2017**

Located in the heart of Vancouver Island, B.C., Canada, Comox Valley proudly produces the most shellfish in British Columbia, the most [oysters](#) in Canada, and hosts Western Canada's largest seafood festival. The [BC Shellfish and Seafood Festival](#) is welcoming its 11<sup>th</sup> year, from June 9-18, 2017 and features the [BC Seafood Expo](#) trade event.

Comox Valley Economic Development and Tourism, in conjunction with industry partners, invites you to participate in a customized VIP tour to gain first hand exposure and insights into the production and industry of aquaculture, a major contributor to the BC economy.

### **VIP Media Program tour opportunities for 2017 include:**

- Behind the Scenes Tours of Innovative Aquaculture Facilities and "Meet the Producers and Farmers" Options
- BC Seafood Expo Featuring Session and Networking Events with Leaders in Aquaculture Innovation, Production, Export and Education (June 12 - 13)
- Culinary Events and Competitions with Celebrity Chefs and Award Winning Seafood Product (June 10 - 13 and June 16-19)

Media with confirmed industry and trade outlet assignments may receive the following support:

- Itinerary development and coordination;
- **Airfare Reimbursement** - Funding to cover airfare (return economy airfare max \$1,300.00CAD from Asia, \$1,000.00CAD from Europe and \$700.00CAD from the USA) will be available on a reimbursement basis;
- Hotel accommodations;
- Media will receive a daily per diem (up to \$50 per day for a maximum of five days) to cover own meals when not included in the program;
- Ground and boat transportation to and from sites;
- Translation services;
- Aquaculture industry statistics and research.

Don't miss this opportunity to attend, engage and learn about the West Coast Aquaculture industry, leaders, and innovators while experiencing the festival's culinary and producer tours, competitions and gala.

### **For more information or to request a Visiting Media Application Form, please contact:**

Lara Greasley, Manager, Marketing and Communications  
Comox Valley Economic Development and Tourism  
[lgreasley@investcomoxvalley.com](mailto:lgreasley@investcomoxvalley.com)  
Phone: 250.334.2427 x 233  
Cell: 250.702-1298



# BC SHELLFISH & SEAFOOD

## F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

### Site Tour and Producer Highlights

*These tours can be added into the preliminary itinerary schedule below based on availability and media interest.*

#### **Boat Tour – BC Salmon Farmers Association Member Farm**

The BCSFA drives the communication and cooperation within the salmon farming sector and bridges between the industry and government. Tour a working fish farm to learn about innovative cage systems, training improvement, novel feed ingredients, and vaccines that have replaced antibiotics. See firsthand the farm practice changes that have and are making positive change.

<http://bcsalmonfarmers.ca/members/>

#### **Salish Sea Foods – Processing plant Tour**

In 2013, Komoks First Nation Economic Development was proud to take over 30 year-old local Comox Valley Seafood business, formerly known as Hooked on Seafood. With an on-site Commercial Processing Centre, Salish Sea Foods is committed to processing and providing the finest seafood from BC, from Pacific Salmon and BC Oysters, to fin fish, clams, halibut and more in a modern 7,000 sq ft. HAACP certified processing plant.

<http://sustainableaquaculture.ca/>

<http://salishseafoods.ca>

#### **Manatee Holdings Hatchery Tour**

This tour will feature an overview of industry best sustainable aquaculture practices. Manatee Holdings Ltd. helped pioneer the wild Geoduck Clam Fishery in BC. Manatee also spear-headed the Geoduck Clam Culture Industry in BC.

<http://www.discovercomoxvalley.com/shellfish-manatee-hatchery-tour>

#### **Macs Oysters Tour**

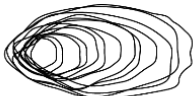
Owned and managed by the original farmers, the McLellan family, Mac's Oysters Ltd. is an integrated shellfish farm, processor and exporter. Macs Oysters Ltd. has a variety of Shellfish brands grown in eight different farm sites comprising 250 hectares of beach and deep water leases.

<http://www.macsoysters.com>

#### **Fanny Bay Oysters – Processing Plant Tour and Shucking Demonstration**

Fanny Bay Oysters products include fresh and individually quick frozen (IQF) shucked Pacific oysters, live, banquet and IQF Manila clams. Fanny Bay Oysters is registered as a shellfish processing plant by the Canadian Food Inspection Agency and operating with a HACCP plan allowing export to Europe, USA, & Asia

<http://www.fannybayoysters.com/welcome>



# BC SHELLFISH & SEAFOOD

F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

## VIP VISITING MEDIA PROGRAM APPLICATION

Thank you for your interest in the 2017 BC Shellfish and Seafood Festival and BC Seafood Expo. Media on approved assignment are eligible for Comox Economic Development and Tourism support through the VIP Visiting Media Program. Comox Valley Economic Development and Tourism will consider support requests for media visits which:

- Promote the regions seafood sector, exporters & producers as primary focus, with secondary focus on promoting the Festival and Comox Valley destination for tourism via print, online or broadcast media;
- Reflect a confirmed assignment by the journalist and editor;
- Provide unpaid editorial coverage for the BC seafood sector, BC Seafood Expo and/or the BC Shellfish and Seafood Festival, representing a publication or outlet with minimum monthly readership or viewership of 50,000
- Are in primary overseas target markets for export with a preference of USA, mainland China, Korea, and Japan, and primary tourism markets including USA, Alberta, BC.

When providing support, either Comox Valley Economic Development & Tourism, Invest Comox Valley, Discover Comox Valley or Agrifood Comox Valley should be recognized as a contributing partner. This should include name of Comox Valley Economic Development & Tourism and its website, BCShellfishFestival.com or discovercomoxvalley.com. The Vancouver Island Visitor Centre, 1-888-400-2882, located in the Comox Valley, provides visitor info, ticket and accommodations bookings and is a free service to provide assistance to visitors to the region.

We look forward to reviewing your application, as well as working together to ensure you experience and learn about BC shellfish and seafood industry and culinary attractions.

Thank you for your consideration and don't hesitate to contact me should you have any questions, [lgreasley@investcomoxvalley.com](mailto:lgreasley@investcomoxvalley.com).

Warm regards,

Lara Greasley,  
Manager, Marketing and Communications  
Comox Valley Economic Development and Tourism



# BC SHELLFISH & SEAFOOD

F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

Details (To be completed by requesting partner)		
	From, Date, Airport, Airline, Flight #	To, Date, Airport, Airline, Flight #
Requested Flights		
Car Rental		
Requested Other (_____)		
Requesting BC Industry partner, include contact information		
Name and description of Media outlet		
Total number of travellers in group (please provide separate forms for each outlet)		
Please include full name, gender, date of birth, passport number and expiry		
Market area / demographics		
Circulation / Audience size		
Advertising rates		
Online exposure ( full detail and extent of coverage and audience analytics)		
Journalist's twitter handle		
Journalist's email Address		



# BC SHELLFISH & SEAFOOD

F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

Journalist's home or office address		
Journalist's emergency contact number while travelling		
Visit Dates		
Feature Content/Interest		
Airdate/Publication date		
Coverage for <a href="http://www.discovercomoxvalley.com">www.discovercomoxvalley.com</a>		
Past articles written		