
NEWS RELEASE

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Ministry of Agriculture and Lands

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PENDER ISLAND WINS B.C. FAIRS AWARD

The Pender Island Fall Fair has brought home the prize for First Place, in its category of under 3,000 attendance and a cheque for \$10,000, announced Tom Christensen MLA for Okanagan-Vernon..

The contributions of B.C. fairs and exhibitions were recognized by Okanagan-Vernon MLA Tom Christensen as he presented the Awards of Excellence at the B.C. Association of Agricultural Fairs and Exhibitions (BCAAFE) Annual Convention in Vernon.

“B.C. fairs are an important part of our heritage and identity,” said Stan Hagen, Minister of Agriculture and Lands, “And because they attract more than a million and a half people each year, they are also a vital resource for educating the public about the importance of agriculture, which strengthens the future of the entire industry.”

The theme for the 2008 Awards of Excellence Program was “Let’s Celebrate 150 Years of Agriculture!” as part of the province’s BC150 celebrations. Displays and prizes were supported by a total contribution of \$325,000 from the Ministry of Agriculture and Lands.

“It’s been great to have government’s support again this year,” said Janine Saw, Executive Director of the BCAAFFE. “It allows operators and exhibitors a chance to focus on making the best displays possible in order to connect people with agriculture, and that’s really the whole point of a good fair.”

The Ministry of Agriculture and Lands released its B.C. Agriculture Plan earlier this year, which highlights the promotion of local food and the need to bridge the gap between urban and rural populations through agriculture education. Fairs and exhibitions help accomplish these goals by encouraging people to buy local food and connecting fairgoers with the people who produce it.

For more information about B.C.’s fairs and exhibitions, visit www.bcfairs.ca. A complete list of this year’s award winners will be available at this website in the upcoming BCAAFFE newsletter. To view a print quality photo of a fair scene, please visit www.mediaroom.gov.bc.ca//DisplayEventDetails.aspx?eventId=358.