

Food Map: Listing and Searching for Products

Are you wondering where you can buy local food or promote your local products? Looking for a community garden or agricultural land? The City of Campbell River's Food Map has the answers!

What is the Food Map?

The *Food Map* is an online tool that identifies local retailers, restaurants and farms that sell local food. The map also contains an inventory of public and private land that may be available for community gardening and food growing projects within the city.

What kind of food qualifies as local?

Local products must be available for purchase in Campbell River and be produced in Campbell River, the Strathcona Region, Vancouver Island, or the Gulf & Discovery Islands.

- Products are considered locally grown when they are made with 100% local ingredients.
- In comparison, products are considered locally produced when they are made with some, or no local ingredients, but all value-added processing is done locally. For example, a locally produced wine could be made by importing Okanagan grapes and using local facilities to turn them into wine, or by blending a locally grown wine with an imported wine to create a new product.

Who is listed on the Food Map?

The *Food Map* showcases local businesses that sell food and agricultural products, such as grocery stores, restaurants, cafes, farms and other retailers. The map also lists a selection of garden centres, outdoor stores and small scale food processing facilities that have a clear connection to food growing, foraging, hunting, processing or harvesting.



What are the benefits of the Food Map?

The *Food Map* is a valuable tool for community members who want to buy healthy, and local products. It also helps consumers easily identify local food purchasing options, and connect with food producers. The map can also serve as a marketing tool to build a *made in Campbell River* identity to promote businesses that sell Campbell River products. It all adds up to boost the local economy.

How is the map accessed?

The *Food Map* can be accessed online at www.foodmap.campbellriver.ca by any computer, smartphone or tablet device. You can use it to find out where and when you can purchase local food, who sells it, where it was grown and much more! You can browse through different categories or search for a specific product or farm.



More questions?

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Watch and share the *Harvest Campbell River* video on www.youtube.com/user/CityofCampbellRiver

How are participating businesses identified?

Participating businesses are listed on the *Food Map* under a *retailers* tab. All businesses have a profile listing the products they grow, sell or produce. Some businesses may use the **Think Local, Eat Local** brand and logo to identify their local food products.

What is **Think Local, Eat Local**?

The **Think Local, Eat Local** identity and brand was created by the City of Campbell River, in partnership with the Chamber of Commerce, to promote local food purchasing options and identify local businesses and farms that supply local food to the community and region.

How is the Chamber of Commerce involved?

The Campbell River Chamber of Commerce launched their **Think Local** campaign in July 2013 to strengthen the local economy by fostering and supporting a positive business climate. The campaign promotes the economic, social and cultural benefits of supporting local businesses, while showcasing business leaders in Campbell River.

How do businesses list their products?

Business owners can register their business online at www.foodmap.campbellriver.ca. Upon sign-in, users can list, update or remove products, update their business information, and add properties to the inventory of agriculture land.



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