

# Feed BC Directory

A searchable, online B.C. food and beverage product database connecting food service, retail, and wholesale buyers with B.C. producers and processors.



Visit: [www.feedbcdirectory.gov.bc.ca](http://www.feedbcdirectory.gov.bc.ca)



## What is the Feed BC Directory?

The Feed BC Directory is a B.C. food and beverage marketing resource created by the Ministry of Food and Agriculture.

The Directory makes it easier for institutional and commercial food service and retail buyers to identify and source products from B.C.

The Directory enables B.C. food and beverage businesses to share detailed information such as product specifications, food safety certifications and distribution options with interested institutional and commercial buyers.

### Directory Products Categories:

- Beverages
- Bread & Bakery Products
- Cereal & Grains
- Confectionary Products
- Dairy Products & Eggs
- Fish & Seafood
- Fruits & Vegetables
- Meat & Poultry
- Nuts & Seeds
- Prepared Foods

## How can the Feed BC Directory help me?

**B.C. food and beverage producers and processors** with products that are ready for food services, wholesale and/or retail:

- 1. Boost your brand visibility for free** by creating a business profile and product profiles to help buyers to find your B.C. products.
- 2. Find more B.C. buyers** by browsing the Directory's Buyers profile section.
- 3. Control your own information** by self-editing your business profile and product listings periodically to share new information with potential buyers about product specifications, certifications, and distribution.
- 4. Access business support resources** through the Directory's business resources page and e-newsletter.

**Institutional or commercial food service, wholesale, or retail buyers** looking for B.C. food and beverage products:

- 1. Show your commitment to local** by creating a Buyer profile for free and indicating what type of local products you are most interested in.
- 2. Easily search for B.C. products** produced and/or processed in B.C. that meet your organizations' needs.
- 3. Connect with B.C. suppliers** that have products that are ready for food service, wholesale, and retail ordering by quickly finding the right contact information through their Directory business profile.
- 4. Get recognized for sourcing local** products through the Ministry's newsletters and media releases.

## How can I register to use the Feed BC Directory?

Go to [www.feedbcdirectory.gov.bc.ca/about-feed-bc-directory](http://www.feedbcdirectory.gov.bc.ca/about-feed-bc-directory)

Registration is free for all users.

Questions? Email [feedbcdirectory@gov.bc.ca](mailto:feedbcdirectory@gov.bc.ca)

### Eligibility: B.C. food and beverage producers and processors

To register for a Business Profile on the Directory, you must be a business that:

1. Produces and/or processes products in B.C.
2. Has experience selling to at least one commercial or institutional buyer.
3. Has a Business BCeID account.

Once your Business Profile receives approval, you will be able to create B.C. product listings.

### Eligibility: Institutional or commercial food service, wholesale, or retail buyers

To register for a Buyer Profile on the Directory, you must be a business that:

1. Is looking to purchase B.C. food and beverage products.
2. Is entitled to do business in B.C.
3. Holds a legal B.C. registration number and/or GST number.

While a Buyer Profile is not required to use the Directory, creating one is a simple way to connect with potential B.C. suppliers.

## Partner B.C. food and beverage directories

Multiple B.C. food and beverage directories work together to meet different needs and target different buyer groups.

The Feed BC Directory is a business-to-business marketing resource developed for institutional and commercial food service providers' and retailers' sourcing needs.

### To market directly to B.C. consumers, check out:

- **Buy BC Food & Drink:** an online grocery and food shop featuring products made in B.C. *Managed by Small-Scale Food Processor Association, with financing from the Ministry of Jobs, Economic Development and Innovation.*

### To find B.C. inputs and service providers, check out:

- **BC Food Connection:** an online industry resource to help your business succeed. Search for B.C. ingredients suppliers and B.C. processing infrastructure (shared commercial kitchens, commissary kitchen space, and co-packers). *Managed by B.C. Food & Beverage, with financing from the Ministry of Agriculture and Food.*

### To market to businesses outside of B.C., check out:

- **B.C. Agrifood & Seafood Export-Ready Catalogue:** A business directory of export-ready agrifood and seafood companies from B.C. *Managed by the Ministry of Agriculture and Food.*

B.C. producers and processors, listing on multiple directories is a low-cost way to reach different audiences.

## Feed BC

Led by the Ministry of Agriculture and Food, Feed BC a provincial government partnership initiative to increase the use of B.C. food in B.C. public institutions

- Bringing more local food to patients, residents, students, and customers.
- Supporting businesses and jobs for B.C. farmers, fishers, ranchers, and food processors.
- Stimulating economic development in B.C. communities.
- Strengthening B.C.'s food supply and food system resilience.