



is here.

**THRIFTY
FOODS**

**Quality
FOODS**



**49th Parallel
GROCERY**



So is...

FTZ  i

The logo for FTZVI features the letters 'FTZVI' in a white, sans-serif font. The letter 'V' is enclosed within a white square border. The background of the entire image is a dark blue globe with glowing yellow and white lines representing global trade routes and connections.

FTZVI

Announced Sept 2018 ftzvi.com

HELP US ATTRACT
FOREIGN INVESTMENT
TO VANCOUVER
ISLAND

VIEA Achieves Foreign Trade Zone Designation for Vancouver Island

VANCOUVER ISLAND
ECONOMIC ALLIANCE



What is VIEA?



VANCOUVER ISLAND

ECONOMIC ALLIANCE



is:

- Non-Government
- Non-Profit
- Supported by Members/Sponsors
- Serving all of VI & Gulf Islands
- With 15-Member Board & Several Committees
- Objective – Economic Vitality & Sustainability
- Methods – Collaboration & Information Sharing
- Priorities – Broad Benefit to Island Stakeholders
- Results – Improved Economic Climate

VIEA Produces...

STATE OF THE ISLAND ECONOMIC

SUMMIT

VIEA Produces...

STATE OF THE ISLAND ECONOMIC

REPORT

STATE OF THE ISLAND ECONOMIC REPORT

Key Observations for 2019:

Expect Economy to Moderate

Skilled Labour Shortage Will Slow Growth

Tourism Will Remain Strong. Aquaculture & Wood Industries Challenged

Increasing Cost of Housing Will Continue As An Issue

STATE OF THE ISLAND ECONOMIC REPORT

2018 Report (4th Edition) is available for purchase - \$195

viea.ca

2019 Report (5th Edition) will be released at Economic Summit – Oct.
23/24, 2019

Free access for VIEA members & Summit delegates

More



Priorities...

- Retaining Talent from Colleges & Universities
- Increasing Value-Added Wood Manufacturing
- Developing & Marketing Island Business Cases
- Reducing Child Poverty/Improving Access to Education
- Engaging First Nations in Business/Economic Development

So, What is...





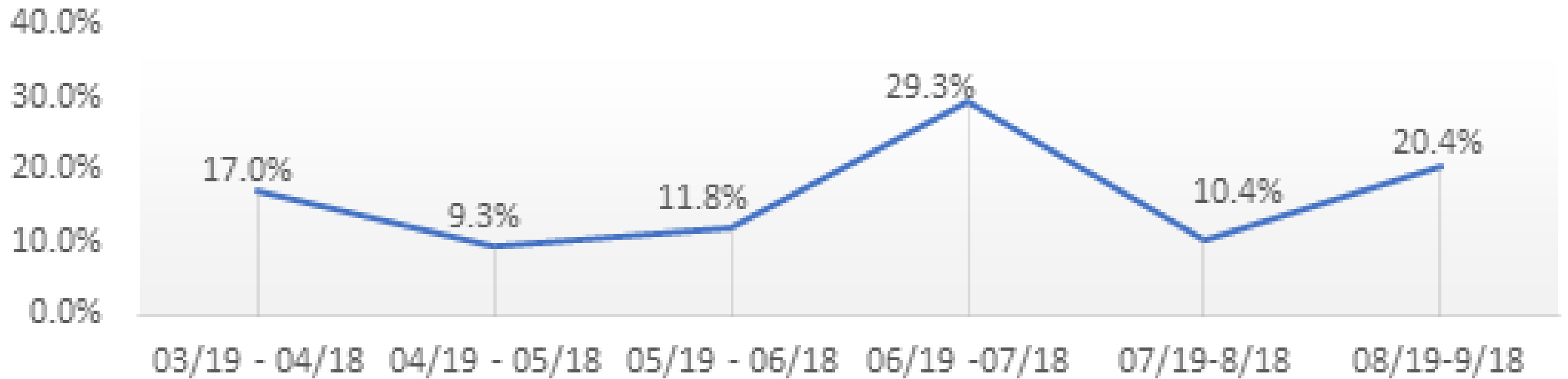
A Market Share Advantage for
Island Products

Six-Month Pilot with Four Major Grocers in 2018

- Ad Hoc Committee – One year formulating the concept
- Formal Committee with Retail Partners – 18-months preparing the pilot
- Six-Month Pilot – March thru September 2018
- Pilot Results & Next Steps – Released at Economic Summit, Oct. 2018

What We Achieved

Year over year (+/- by sales between 2017 and 2018)



What We Achieved

16.36% Sales Lift for Island Products

Averaged Sales in 45 Grocery Stores

What We Sought & What We Learned

Our Thesis:

- If Island products are easier to identify on retail shelves, will consumers purchase more?
- We assume that increased demand will lead to increased production.
- We assume increased production will lead to more investment and more employment.

Our Learning:

- Yes, consumers will respond.
- Island Good shelf & product marking clearly makes a difference.
- Lift in sales was sustained throughout the campaign.
- Island Good has increased market share for Island products.

Where Now?



Expanding to include culinary tourism by broadening access to Island Good for resorts, restaurants, wineries and distilleries.



Opening the door for a wider & more diverse list of retailers to meet market demand for local products by using Island Good at point of sale.



Encouraging growers, producers & processors to use Island Good on their packaging & in their web presence & advertising.

Tourists LOVE Local!

We know that tourists look for local products wherever they go—and ‘local’ can be hard to find...

Island Good has huge potential for appeal in tourism & hospitality:

- Resort & Tourism Centre Product Displays
- Box Lunches for Adventure & Eco Tours
- Restaurant Menus
- Winery Tours & Culinary Experiences



Licensing Now Available...

Island Good is registered and protected as a marketing advantage for interested growers, producers, processors, distributors and retailers of Vancouver Island food & beverage products.

Visit Islandgood.ca for details.



Early Adopters:

Demand Side Licensees:

- Country Grocer
- Comox Valley Airport
- 49th Parallel Grocery
- Quality Foods
- Thrifty Foods
- Peppers Foods
- Tru Value Foods
- Vancouver Island Market
- Big Value Sales

Supply Side Licensees:

- Paradise Island Foods
- Tilly's Galley
- Springford Farm
- Mitchell's Soup Company
- 40 Knots Winery
- St. Jean's Cannery & Smokehouse
- Level Ground Coffee
- Foley Dog Treats
- Nanoose Edibles Farm
- VI Farm Products

Islandgood.ca



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Now, What is...







– The 12th FTZ Point in Canada

-  – The only broad regional FTZ in Canada
-  – The only FTZ granted to a non-government organization
-  – Started in a conversation at the Summit in 2015
-  – All about improving Island prospects for global trade

The FTZ i 3-Fold Advantage

1. Duty/Tax Deferral Programs – Cash Flow Advantage for Exporters
2. Single Point of Access – Government Task Force Assigned to FTZ  i
3. FTZ  i – A Single Island Brand for Global Export Marketing



Has Enormous Growth Capacity



Airports in Nanaimo, Victoria, Port Alberni and Campbell River have significant commercial lands available...



Nanaimo & Port Alberni Port Authorities, GVHA, and deep water access up & down the Island from Crofton to Port Hardy...



Existing Transportation Infrastructure can handle 10 times current volumes...



‘Right Out of the Gate’:

Foreign Direct Investment – a portfolio of business cases.

MOU with Chinese Young Entrepreneurs Association of Canada



Foreign Direct Investment:

7 Business Cases marketed internationally – Wood Manufacturing, Clean Tech, Tourism, Aquaculture



It's Just the Beginning!

Vancouver Island – Perfectly Positioned in Canada's Pacific Gateway for Global Trade

Tools for Economic Vitality

2019 STATE OF THE ISLAND ECONOMIC

SUMMIT

VIEA – Attracting Investment & Making Deals

BUSINESS
MATCH



STATE OF THE ISLAND ECONOMIC

REPORT



Islandgood.ca

